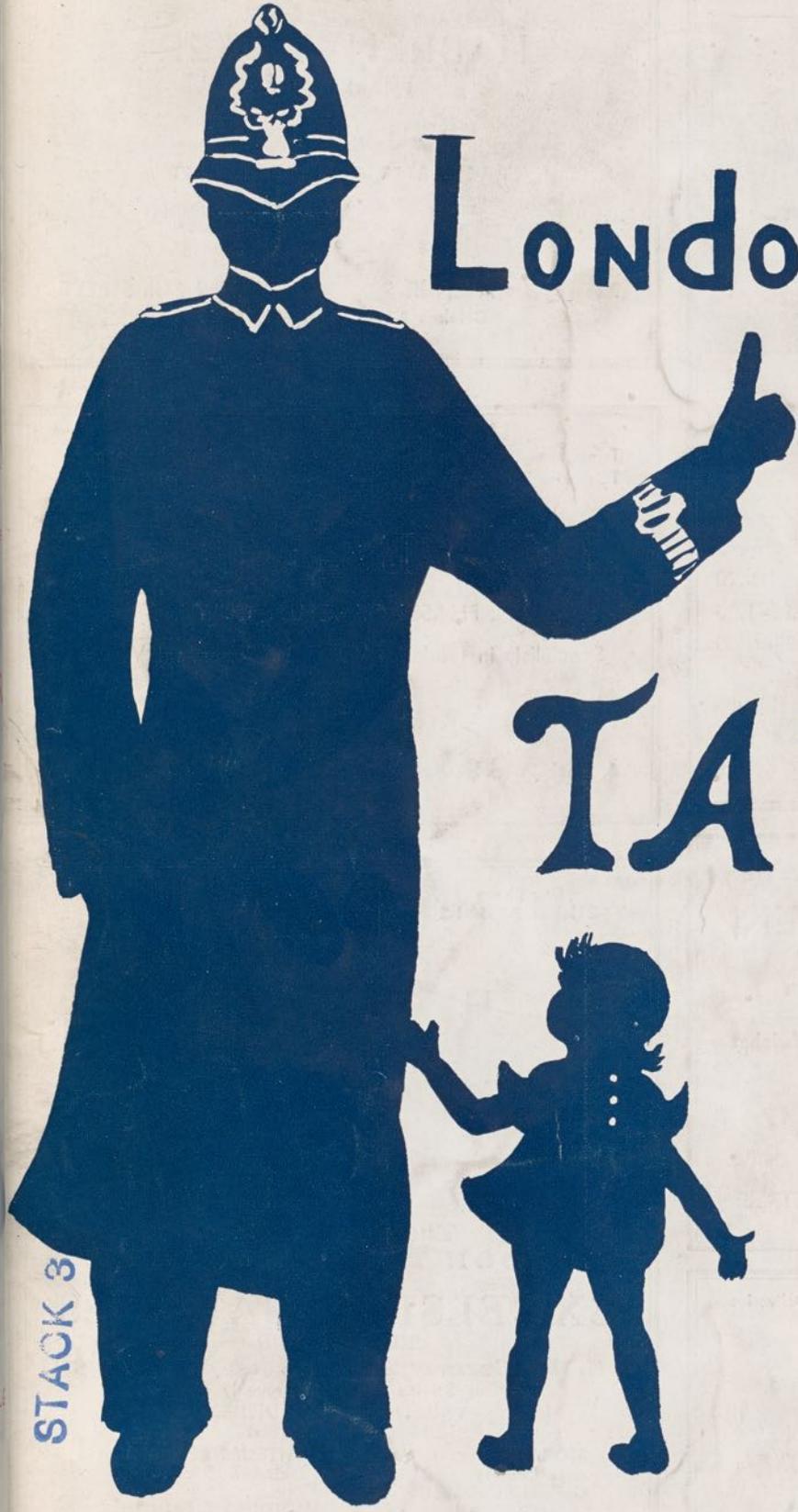


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# LONDON TERRACE

# TATTLER

STACK 3

JANUARY

1933



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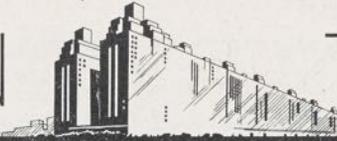
RADIATOR & FENDER  
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# TATLER

## LONDON



## TERRACE

Volume 3

Number 2

### Nineteen Thirty Three

NOTHING is more striking in this changing world than the almost total disappearance of what we may call the old "log cabin freedom". The world has shrunk and become one vast hotel. We are dependent on other people. This is true in town or country, in the New World as in the Old. No longer does the farmer cut down trees with which to build his homestead, clear the land and plant corn, wheat, fruits and vegetables and raise hogs and chickens for his family to live off the year round. He has either given up farming altogether and become a city worker, or he sits in his farm—owned now by he knows not whom—twisting the dial of his radio trying to find a market in some city for his produce, so that his wife may hurry to buy food from the local chain store. He is dependent on others. It is London Terrace on a tremendous scale.

\* \* \*

The above, it may be stated, was written before the publication of the Review of the Findings of The Committee appointed by President Hoover on "Recent Social Trends". The paragraphs dealing with the family and the increase of leisure under Part 11 "Social Organizations and Social Habits" seem especially the concern of the TATLER and its readers. The matter of making the most of leisure in an organization such as London Terrace we hope to refer to in a later issue. As perhaps was to be expected, city apartment houses are treated rather harshly by the Committee in their relationship to the family: for though "no people has ever been known without the institution of the family", they assert "few cultures, however, have or ever have had families which perform as few economic functions as do American families today dwelling in city apartments." And later, "the influence of housing in family life is observed in the case of the apartment house which in its present form is ill-adapted to

children but which presents savings in household duties and makes possible certain advantages of congregate living." As for example, pure air ten or more stories high, an acre of garden, a clean restricted swimming pool, incinerators, expert and almost instant service of all kinds and, for the children themselves, that healthy play roof twenty-one stories high up in the air, instead of the dirty and dangerous streets. These, we suggest are "certain advantages of congregate living", that would meet with the keenest approval of those educators who (we quote from the Review again) "believe that a better rearing of children may lead to a healthier civilization through the refusal to accept the irrational and unhealthy customs that exist all around us."

\* \* \*

A column further on The Committee themselves tell us: "Members of a changing society must be prepared to readjust their ideas and their habits of life. They not only must be possessed of certain types of knowledge and skill which were common at the time when they went to school but they must be trained in such a way as to make them adaptable to new conditions."

\* \* \*

And, at the risk of being wearisome, amid all this talk and thought of a different world, one more quotation from the same source "...in several studies, with rather large samples, generally among educated groups, around three-fourths or four-fifths are reported as happily married."

### Prize Winner

MISS LYDIA SUMMERS, twenty-five year old contralto who brought home to London Terrace the five thousand dollar Atwater Kent voice prize, is accepting her laurels with complacency, for, had she not been chosen as radio's newest virtuoso, she feels that she would have been "one of the best secretaries in the world."

Entirely willing to stand by her preference for the more serious type of ballad which she brings to radio audiences, Miss Summers nevertheless admitted somewhat wistfully in her apartment the other day, that she "simply did not have the Crosby-Columbo knack of singing popular music." And that she wished she had.

Attractive in a pair of gold lame lounging pajamas, Miss Summers briefly told an interviewer her story: how a benevolent man in her home town in Michigan, recognizing the quality of her voice while she sang with a quartette in the local First Congregational Church paid for her first lessons; how she worked as secretary for the past few years to pay for the rest of her musical training; how she lost weight and a substantial appetite by going on an orange juice diet; how she would have given up singing this year if she hadn't won the prize; and how a singer can keep in good voice until the age of fifty.

Vigorously she discarded the theory that singers thrive on temperament and egg-nog.

"Speaking for myself, I eat whatever I like and whenever I like. I have to work pretty hard because I feel that every singer needs a good solid technical training; but then I'd have to do the same if I held any other job. I like to go to parties, I'm quite crazy about dancing and I think that Guy Lombardo's music is grand. And although I've decided to have a musical career, I believe I can safely and successfully be married at the same time."

Miss Summers glanced at the huge pile of correspondence on her desk and sighed wearily.

"I've got millions of letters to write, and I'm pretty tired. One of my chief grudges against the life of a singer, is having to get up at eight o'clock in the morning and sing whether you like it or not." She grimaced. "Audiences are terribly inconsiderate."

### Feuchtwanger

IT was with great pride that Lion Feuchtwanger, the diminutive German novelist, bared the intimate details of his life to a group of 1,000 admirers who attended a literary tea given in his honor by the Menorah Society at Pierre's last month.

The compilation, cheerfully drawn up by the author, describes him "in the prime of life, sixty-five inches tall, with twenty-nine of his own teeth, including some prominent ones shaped like shingles and three gold teeth."

"In the Bavarian city of Munich," Feuchtwanger said, "I was instructed in 211 disciplines, including Hebrew, applied psychology, Sanskrit, compound interest, Goth and gymnastics by ninety-eight teachers in all. It took me eighteen years to eradicate entirely from my memory 172 of those 211 disciplines. I spent fourteen years of my life in the schools and universities of Berlin and Munich, five and a half months in the army, seventeen days in a war prison and the rest of my life in comparative freedom."

The author admits that he is a good swimmer and a poor dancer; that while he is inclined toward the theory of vegetarianism and esteems the Hindus' way of life, he is in practice a big meat-eater.

At this date he has eaten the flesh of 8,237 pieces of beef, 1,712 pieces of game and 1,432 pieces of fowl. Of sea fish he has consumed 6,014, of fish of inland lakes, 2,738, and innumerable oysters, mussels, snails and the like.

"All this", Feuchtwanger said with a sigh, "I have done with great enjoyment, although I've often been oppressed by the picture of the quantity of life done away with to nourish my own body."

## THE AVENUE, THE AVENUE

(They see such things and they say such things)

By JOHN O'HARA



SAW a rather amusing cocktail shaker at Lewis & Conger. Sounds awfully complicated, but it's really quite simple, my deah. Built on the yo-yo principle. You wind an elastic cord around the middle of the shakah, and then throw it out the window. When it comes back—whee!—the cocktail's mixed. Amusing, and \$185.

Does *he* like to get up at the crack o' dawn and start right out on a paper chase (their's them as does, you know)? If he's the type he might like the new jodhpurchaparejos. You can see them at Abercrombie & Fitch-Von Lengerke & Detmold, or Rogers Peet, or Brooks, Nat Luxemburg, Weatherill, Wanamaker, Macy, Lord & Taylor. They're really leather jodhpurs with those silver doodads along the side like "chaps", and he'll be equally at home in them in Fairfield County or at Eatons'. Amusing, and \$185. at most places.

'Member when you took your Camp Fire Girl (or Boy Scout) tests? Well, darlings, Dunhill has us right back there with their new cigarette lighter, the simplest

thing you ever did see. Two imported sticks—authentic Sherwood, they insist—and you rub them together and in but no time you have a light. Amusing, and \$185.; although the domestic kind come a little lower. Allow three weeks for monogramming.

Your little pal the undersigned is one as gets fed up, up to here, with hearing dullards say, "Handkerchiefs are always safe." But Altman really has a hamper of hankies (oop!) that really *are* safe, and what I *mean*. They come on rolls, like bandages, and they're available with the rolled hem or with perforated pointurque corners, so as you kin tear 'em off one by one as you need 'em. Amusing, and \$185. But amusing!

### FOR THE HOUSE

Me, I'm one as likes to jump in bed and cover my head and not care if nobody finds me. Especially firemen. If you're at all the same way, you'll like the Sleep-Tite Automatic Sprinkler System. Amusing, and \$185. Allow three weeks.

## YOUR BERMUDA VISIT

What To Do and What To Wear

By F. P. GASS

Only 675 miles from New York, forty hours by boat, and yet Bermuda is a different land, with different customs, and above all with an atmosphere peculiar to itself. One of the smallest of British colonies, but the first to have a representative government of its own; the home of the Easter lily and the onion; the center for biological and oceanographic research in the western hemisphere; a cleanly island with cedar covered hills and white coral-stone houses and roads, where there are no motor cars, no signboards, no factories; the mecca of thousands of visitors every year in search of out-of-door brilliance and sport—Bermuda presents the widest possible variety of interest to the traveler, a variety which includes the historical, natural and pictorial appeals.

First of all, the Bermuda visitor should get a "feel" of the land, a sense of the distances,

an acquaintance with the terrain and the nature of the countryside and unexpected sea views. In this respect, Bermuda is a most satisfactory land to explore, because, while a fairly intimate knowledge can be quickly gained, there is an endless number of surprises in flora and fauna, in the panoramas, and even in the customs and scenes among the people. There are several methods of sight-seeing in the Islands. The visitor will manage to see a good deal from his car window, while traveling on the Bermuda Railway, and everyone should traverse the entire length of the line for the purpose of enjoying the scenic beauties which it reveals. The Railway's numerous stations are conveniently located with reference to all points of interest, so that one may depend upon approaching almost any desired place within a reasonably short walk. Bicycles are carried by the Railway, so

that one can continue one's journey or exploration awheel, after leaving the train at any station.

More leisurely methods are by carriage, bus, horseback, bicycle, afoot, and by boat. The hack drivers are thoroughly informed and can be depended upon to keep up a running commentary that is informative and at times amusing. They know the history of every mile of the 104 miles of coral roads in the islands, including the facts about every tree and shrub. Every carriage driver is furnished with a legal table of fares which he must produce upon demand, and any suspected case of overcharging should be reported to the Police.

In sports, Bermuda supplies everything the visitor can desire. The golfer finds a wide choice of courses open to him—there are eight altogether, two of them acknowledged to be among the best semi-tropical courses in the world; the Mid-Ocean Course is rated fourth in North America. Golf tournaments are scheduled throughout March; on February 9, the Spey Royal trophy contest will be held at the Belmont Manor Golf and

Country Club; the Warwick Vase tournament at Riddles Bay Golf Club, February 14-18; Bermuda amateur golf championship matches March 13-16; International Men's Tournament, March 20. There are also men's and women's weekly tournaments for visitors.

Perhaps it is the water that is the greatest single attraction of these islands—swimming on the South Shore beaches is unsurpassed. And there are opportunities for sailing such as no other place affords. Sailboats, with or without native pilots, can be engaged upon application at one's hotel desk. There is almost always a good sailing breeze, and the scenery unfolded as one sails among the numerous islands is a continuous panorama of delight. Weekly races in the Bermuda One-Design and the Six Metre class are held in Hamilton Harbour, starting and finishing opposite the Princess Hotel wharf, and culminate in the International Yacht races in April.

Paper chase meets are held fortnightly, and offer a good test of skill for the visiting horse-

(Continued on page 7)

**The TATLER'S First Competition**

The TATLER has decided to offer a monthly prize for a prose and poetry competition open to residents of London Terrace. The additional evidence offered by the Bookshop this month to last month's exhibit of high standing in reading tastes of the residents seems to indicate there may be interest in competition of this sort.

**Prose**

First Prize; any book up to \$5.00 in value to be obtained from the London Terrace Bookshop for the best description not exceeding 300 words of Mayor O'Brien arriving at City Hall and going to his new office for the first time, as either Ernest Hemingway, or Robert Benchley or Walter Lippmann might have reported the event. Second Prize; \$2.00 worth of any merchandise from the store of one of our advertisers.

**Poetry**

A prize of any book of poetry up to \$5.00 in value to be obtained from any bookstore advertising in our columns for the best poem of not more than 20 lines describing the visit of Babe Ruth to the London Terrace Christmas Eve party.

**Conditions**

Answers must be submitted on or before noon Saturday, February 4th next in envelopes marked "Competition" addressed to Peter Greig, 342 Madison Avenue, New York City, who reserves the right to accept or reject any MS. None will be returned unless accompanied with a stamped addressed envelope, and entrants should mark their answers with name and address clearly written not necessarily for publication, however.

**Books in December**

The London Terrace Bookshop reports best-sellers for December among the residents were;

**Fiction**

- Flowering Wilderness by John Galsworthy.
- Invitation to the Waltz, by Rosamond Lehmann.
- Sons, by Pearl Buck.
- The Narrow Corner, by Somerset Maugham.

**Non-Fiction**

- Contract Bridge Blue Book of 1933, by Ely Culbertson.
  - Van Loon's Geography.
  - March of Democracy, by James Truslow Adams.
- Compared with November, Flowering Wilderness has changed places with Invitation to the Waltz, while both the others appear in our list for the first time. All three books in the non-fiction class are newcomers to these pages.

**Mayor O'Brien Opens New Highway**

**Inaugurates Extension of West Side Viaduct**

*Specially written for THE TATLER*

New York City formally opened the second section of the new elevated highway running from Twenty-second to Thirty-eighth Streets, with a dreary ceremony which represented also the first gesture of a public works nature for Mayor John P. O'Brien.

After the speeches, Mayor O'Brien cut the white tape with his little gold scissors and the highway was formally opened, while the band of the Department of Public Works, dressed in festive blue and white, blew clarions and the steamboats on the river hooted their solemn approval.



General View of the Highway

This second section, erected at a cost of approximately \$2,450,000, is a saga of steel girders in five minutes and thirty cents by the average taxi meter. A drive up its smooth concrete road affords both an expansive view of the Hudson River and a technical education in steamship lines and wharves.

For London Terrace residents the new extension, two minutes from the house, represents a saving of at least fifteen minutes, twenty-five cents by taxi, and a hazardous drive along Tenth Avenue.

There was little fanfare at the opening ceremony. The exercises were opened with an introductory address by Commissioner Warren Hubbard, followed by an encomiastic talk by Borough President Samuel Levy and finally by a speech on economies by Mayor O'Brien. The three public officials then congratulated each other on the highway as a piece of construction, as a thing of beauty and as an economic joy. It was announced at that time that \$10,000,000 was cut off the original \$25,000,000 estimate for the cost of the entire highway.

"I am glad to be here," Mayor O'Brien shouted into the microphone, some of his remarks drowned by noises from the river, "because somehow with the theme of economy turning in the minds of public officials and with the watchword of economy and efficiency before us, we have the opportunity to see symbolized those very principles that mean so much to the city; especially the economy part of it—notable in the \$10,000,000 saving on this project, together with economy in time of erection and economy of inconvenience."

He linked his arm with Borough President Levy.

"As Mayor of the City of New York," he punned. "I now officially open the second section of this express highway and express the hope that the whole projected highway will soon be consummated."

The ceremony was closed with a parade of official cars up the new extension to Thirty-eighth Street, Mayor O'Brien leading the procession in his limousine.

The picture reproduced above was given us through the courtesy of Mr. Butler of the Highway Commission.

**"London Terrace Good Morning"**

There are now 967 telephones in the apartments and offices of residents and business concerns in London Terrace, exclusive of the instruments served by the Terrace's private telephone system, according to the latest count of the New York Telephone Company. The telephone development in this "city within a city" closely approximates that in a village the size of Irvington, or Croton-on-Hudson, which had respectively 1,032 and 942 telephones on December 1.

In order to furnish the Terrace with telephone service it was necessary for the telephone company, before the first tenant moved into London Terrace three years ago, to install approximately a mile and a half of cable of various sizes in the building, connecting it with larger cable leading into the company's central office at 210 West 18th Street, near the corner of Seventh Avenue. Total wire used for the telephone company's service within the building is 2,392,000 feet, or about 453 miles, enough to reach from London Terrace to Cleveland with a few miles left over for good measure.

The largest installation in the Terrace is that serving the management. This system consists of a switchboard located in the basement, radiating from which are lines serving 40 extension telephones in the offices of the London Terrace management, and two direct lines. One of these connects the switchboard with the Excelsior Garage where tenants' automobiles are kept, and the other connects directly with the uptown offices of the management.

At this switchboard, which is supervised by Miss Florence K. Gardner, incoming calls for the management are handled, and messages for tenants are received, to be relayed over the private telephone system or delivered by messenger. The greatest number of messages are handled between the hours of 5 and 8 p.m., and during this time a special message operator is stationed at one of the management's telephones to take down these messages.

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# A BLOCK OR TWO AWAY

## No. 2 — The Starrett - Lehigh Building

By HANNAH DORNER

On the fringe of Old Chelsea, along the Hudson River at Twenty-Sixth Street, there stands the largest and most efficient industrial center in the world—the Starrett-Lehigh Terminal Building.

Nineteen stories high, occupying an area of 1,840,000 square feet, the building is equipped with the latest, most up-to-date mechanical gadgets for manufacturing, warehousing and distribution. Under its roof products of every type—oils, paper envelopes, tiles, chemicals, floor wax and malted milk are converted from the raw materials and distributed all over the world.

The facilities are complete. Raw materials are delivered on railroad cars ferried across from the railroads on the Jersey shore by car boats and brought into the terminal's sidings on the ground floor of the building.

The distribution of the products is one of the most unique features of the building. By means of special truck elevators which bring the vehicles up to any floor of the building, the products can be loaded right outside of the plant, be it on the first or the nineteenth floor.

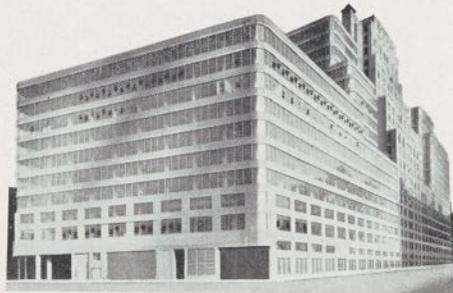
Constructed on the cantilever plan, the entire building is encased in wide, long French windows, that permit excellent light at all hours of the day. An overhead heating plan for factory use makes it possible to regulate the temperature to suit conditions.

Since the building's construction in 1931, only twenty-five percent of its space has been rented. The huge empty floors, a blatant reminder of these pessimistic times, await conversion into highly and fully equipped scientific plants, a feat, according to building officials which could be arranged in a fortnight.

Erected at a cost of \$8,000,000 the building represents the only clearing house of its kind for the products of Western manufacturers. Its location on the river front makes it easily accessible to steamship lines for

exporting and its trucking system eliminates all time lost by parking congestion.

There is a hospital on the premises with full facilities to care for emergency cases. One



Warehouse; 1933 Style

of the floors of the building is used by the Emergency Unemployment Committee for the distribution of canned food sent in by Western manufacturers for unemployment relief.

Seated in his office the other day one of the building officials discussed the potentialities of the terminal.

"We haven't been too rushed for space renting so far," he said ruefully. "But I'm certain that as soon as this depression cloud lifts, and even before then because we can save money for manufacturers, this will be a sure-fire success."

He gazed with relish on the view from his eighteenth-floor office, of the Jersey shore and the river.

"This is really an inspiring place for any worker. Why on clear days we can almost see way down to Ellis Island and the view of the river with a setting sun is superb." He sighed. "It's really swell."

Building officials will be glad to take London Terrace residents on an inspection tour of the building at any time of the day. Inquire of Mr. Crotsley at Starrett-Lehigh Terminal Building, Twenty-Sixth Street and Twelfth Avenue—Ed.

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# Adjusting the Laws to the Players

By WILLIAM J. HUSKE

The world of Bridge, since November 1st, 1932, has undergone a period of readjustment of a code of laws similar in purpose, but widely different in details, from the previous code.

The New International Code, the joint product of American, British and French thought, has, for the most part, met general acceptance, as well as the hearty approval of players of the game. Leaders in the world of Bridge have realized for years the necessity of an international code, as Contract Bridge has become the universal mental recreation of people not only in the United States, but throughout the civilized world. Without an international code, carrying the same provisions as to penalties and bonuses, international competition is impossible. Those who travel abroad have found it difficult in past years to accommodate themselves to the British laws or the French laws or those, say, of Holland or Italy or Germany, all of which while alike in principle, vary in important details.

One of the changes in the laws which has puzzled many people has been that made in the scoring of tricks at no trump contracts. The new law provides that the first, third, fifth and seventh tricks scored at no trump, whether above or below the line, have a value of 30 points. The second, fourth and sixth tricks have a value of 40 points. This change in the value of tricks at the same contract has been a difficult matter for many players to understand. They could not see why 1 trick at the same contract should be worth less or more than another. The explanation, however, is quite simple. Frankly, it is a concession to those who play Bridge in Duplicate, in order that a game, bid and made, at a minor suit—that is, clubs or diamonds—should have the same value as a game, bid and made, at no trump. The purpose of the lawmakers was to lessen the number of unnatural no trump contracts frequently reached at no trump and to thus provide a legal incentive in these cases for one of the chief aims in bidding—that is, arriving at the best contract in the combined hands.

This method of scoring may be slightly confusing momen-

tarily, but I am sure that players of Rubber and Progressive Bridge will not find it unduly difficult to adjust themselves to it.

The increase in the penalties for doubled, non-vulnerable undertricks unquestionably has had a tendency to make most players slightly more conservative. The value of a game at Rubber Bridge is, roughly 400 points. Hence, if you can take a penalty of 400 points in lieu of permitting your opponents to make game, you have suffered no loss. However, the new laws provide that if you are set 3 tricks, not vulnerable, doubled, your opponents score a bonus of 450 points. This is a shade too much, but still the successful Bridge player will continue to be the overbidder—the one who takes penalties not too great, in order to prevent his opponents from making games or valuable part-scores. Therefore, while the new laws suggest a slightly increased degree of caution, they in no way enforce timidity.

Unquestionably, the most revolutionary change in the laws is that dealing with the bonuses for Grand Slams, bid and made. Authorities on Bridge, without exception, prior to the adoption of the new code, agreed that Grand Slams should not be bid unless the making of them was practically assured. However, with a premium of 1,500 points for a non-vulnerable Grand Slam, contrasted with the premium of 500 points for a non-vulnerable Small Slam, and the premium of 2,250 points for a vulnerable Grand Slam as against 750 points for a vulnerable Small Slam, it is apparent that some chance may be taken. In consequence of these increased premiums, the ranking Bridge players of the world are now seeking to devise safe bidding methods to reach the Grand Slams which may be made without the loss of a trick, as well as those which depend upon a practically even chance, such,

## TATLER



Vol. 3 JANUARY, 1933 No. 2

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.

for instance, as the winning or losing of a finesse or the favorable break of a suit.

The making of all the tricks, after a contract to take them all has been undertaken, undoubtedly affords one of the greatest thrills of the game of Bridge. Had the international lawmakers made no other contribution than this to the enjoyment of those who play the game, their long, hard labors would have been fully justified.

We are all becoming accustomed to the new laws governing penalties and the players who have a right to impose penalties for the violation of the laws laid down for the government of the game. Every player should keep in mind the fact that the laws of Bridge are not designed to punish crooks or to catch cheaters. Bridge primarily is a game for ladies and gentlemen. The new code of laws, as the previous one, was written on the basis of a code by gentlemen for gentlemen.

(Mr. William J. Huske is editor of "Bridge World" and a recognized national authority on the game—Ed.)

## Bermuda

(Continued from page 4)

man. Archery contests, water carnivals, water polo, boxing and wrestling matches, as well as many cricket games, complete a schedule that affords every kind of interest to the sportsman.

Visitors should bring to Bermuda an outfit similar to that used during a summer sojourn at a northern resort. In summer, a light overcoat or raincoat for use on shipboard is necessary, while in winter heavy clothing will usually be needed when leaving and returning to northern climes. Ladies should have warm wraps to wear over their light gowns in the evening.

Over six decades ago, Mark Twain found Bermuda "the tidiest country in the world. . . . Bermuda is the right country for a jaded man to 'loaf' in. There are no harassments; the deep peace and quiet of the country sink into one's body and bones and give his conscience a rest, and chloroform the legion of invisible small devils that are always trying to whitewash his hair." And every year, thousands of Americans are making "Idle Excursions" of their own, and are discovering the same thing for themselves.

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## Sketches and Tatlers in The Terrace

By THE LONDON TERRACE EDITOR

The Emergency Unemployment Relief Committee under the leadership of Mrs. Peter Forrest and Mrs. Edward A. Hoffman have reached the \$1,000.00 mark in their drive for funds among the residents of London Terrace.

The campaign started on December 16 and will end Tuesday, January 17. The funds were collected by a house to house (or maybe one should say door to door) canvass which was carried on by a committee of fourteen women who volunteered their services to the Captains Mrs. Forrest and Mrs. Hoffman. Those serving on the committee included Mrs. E. A. Betts, Mrs. C. S. Sperr, 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, Mrs. George A. Squire, Mrs. George S. Starbuck, Mrs. Vernon M. Walters and Mrs. John W. Welsh.

### Mrs. Albright Entertains At Bridge

The board of directors of the Rita Violet Bridge Club were the guests of Mrs. R. F. Albright for luncheon at Pierre's, Thursday, January 12. The club which is named for its President, Mrs. Rita Violet Berisford, meets weekly and proceeds from the membership fee are turned over to the Hospital For The Ruptured and Crippled. At the meeting of the board plans were made for the annual dance which

will be given in the early spring and for the distribution of additional funds which will be acquired from benefits and additional entertainments.

### Bridge Lectures Given at Penthouse Club

The first of the regular weekly bridge parties for 1933 was held in the Penthouse Club Thursday evening, January 5. Members of the club were addressed by Mr. William J. Huske, well known bridge authority and editor of the magazine "Bridge World". Mr. Huske talked on the various systems of bidding and playing. At a future meeting of the club Mr. Huske will conduct an open forum for residents and their guests.

### Welcome on the Mat

Mr. Carl H. Peschke who has recently moved into the 450 Building, is in charge of the reconstruction and building work now being carried on at the various Army Posts in the vicinity of New York City. This work has been authorized by President Hoover to assist the Emergency Unemployment Drive and to give work to contractors, builders and day laborers who would otherwise be out of work. The building work was originally to have taken place five years hence but due to the emergency conditions of to-day barracks are being torn down, buildings razed and modern buildings constructed for the housing of troops. Mr. Peschke is a graduate of Pennsylvania State College and has been employed by the government for seven years in an engineering capacity. He is directing the reconstruction work at Fort Jay, Fort Wadsworth, Mitchell Field and at Fort Hamilton.

Mr. Roy L. Newitt, 430 Building is Advertising Art Director of Frederick Loeser and Company, Brooklyn Department Store. Mr. Newitt was born in Ontario, Canada and studied art at the School of Design, Detroit and at the Art Students' League, New York. His first job was for a furniture service design company and his experience includes some years on the promotional staff of the Los Angeles "Examiner". On his return East he joined Loeser and Co. in his present executive capacity. He

is an authority on typography as well as art, painting is his principal hobby and fencing his chief recreation. He is inclined to be hopeful as to the future business outlook.

Mr. Fenton L. Barrett, now appearing in "The DuBarry" at the George M. Cohan theater is a new resident of the 450 Building. Mr. Barrett will be remembered for his performance as Don Jose in "Carmen" with the company featuring Marguerita Sylva which played at the Chanin Theater, West 46th Street last summer.

### An Interesting Meeting

The Third Assembly District branch of The League of Women Voters is holding a reorganization meeting at the Penthouse Club on Tuesday, January 31st at 8:30 p.m. A most cordial invitation is extended by the organizers to all residents of London Terrace to attend. Mrs. Harry Whitney, one of the vice-chairmen of the Central New York City office of the League will preside and the principal address will be given by Miss Dorothy Kenyon, a prominent lawyer of 51 East 42nd Street. Miss Mariana Smith, 450 Building, of the Columbia University staff and Miss Ona Youngblood, also 450 Building and on the staff of the Child Study Association are in charge of arrangements and urge the women of the Third Assembly District to attend. The League of Women Voters is a nation-wide, non-partisan organization and has for years conducted an investigation of government in its many phases and supports with vigor changes which would help correct and, they are optimistic enough to believe, prevent in large measure a recurrence of present conditions. In the City they work for Charter revision; in the State for unemployment insurance and readjustment of local tax burdens; nationally for the maintenance of welfare services, for the United States entrance into the World Court and for disarmament.

### A Generous Thought

Mrs. M. B. Witter, 450 Building, provided sixty-five dressed dolls for distribution at Bellevue Hospital and at the Bellevue Yorkville Health Centre where her daughter, Dr. Margaret Barnard is Director. This has been an annual effort by Mrs. Witter to give pleasure to invalid children at Christmas.

# SPEAKING OF CLOTHES AND SHOWS . . . . .

**Southward Bound**  
By CARMEN JOSEPHY

If you are not one of those whom the gods have blessed with a round trip ticket for a cruise or a trip to Florida, the next best thing is to give a party for your friends who are Southward bound. In these days of depressed pocketbooks the shops are helping everyone to entertain economically as well as amusingly, and a cruise or tropical party need not cost any more than an ordinary duty dinner.

For example, it is entirely "comme il faut" to serve old food favorites, such as cheese and crackers, which has never been surpassed in the opinion of men, in such unusual new ways that, like the girl in the advertisement, not even your best friend would recognize it. Chicken salad can be made to appear almost exotic, merely by the dressed up way in which you serve it.



Navy Blue Chiffon Dinner Gown; Practical for Informal Affairs at Home and Ideal for Shipboard or Resort Wear. Designed by Kiviette; Posed by Roberta Robinson (Mrs. Walter O'Keefe).

For the women who want the smartest serving accessories for the least money Russel Wright is their answer. A visit to his shop at 165 East 35th Street is an enchanting experience. It is a remodelled stable, the outside done in red, white and blue so that you can't miss it. His specialties are aluminum, wood and chromium bowls and containers designed in beautiful new shapes and sizes. Those beer steins that you see in all the smart shops that look so heavy but are really lighter than foam when you pick them up were made by him.

### A Cruise Party

The first thing to do before you start to shop for your party

is to find out where your guests are going. If they are headed South to sit under a palm tree all day long, a tropical party is the proper stunt. Have your table arranged buffet style, with a Palm Beach linen runner down the center and a center-piece of tropical fruits as decoration. Pile oranges, lemons, limes, bananas and pomegranates in a chromium bowl and surround this with miniature palm trees in glass or wood. Try doing your plates this way. Cut bananas in long narrow slices and clean off all the fuzz carefully. Fill the center of almost flat wooden discs with little balls of date paste made creamy with marmalade and arrange the bananas around them like

petals of a flower. Another idea with a flower like touch and which is somewhat similar, uses alligator pears in the place of the bananas, and as a contrast has cream cheese in the center.

If the guests are lucky enough to be going to Nassau or on an extended boat trip try a ship party. Any steamship company will furnish you with posters of some of the various ports they will touch, and these will add a bit of local color to your living room. You can let yourself go on the food for this supper. Fish sandwiches, and salads of all kinds are easily fixed and if they are arranged in huge glass bowls they are beautiful too.

Anchovy and watercress sandwiches and caviar on toast might be placed around the aluminum rim of one of Wright's large aluminum and wood cartwheels. In the center portion halibut mousse, made by creaming together halibut and a little vinegar, onion juice, mayonnaise and celery seed to your own taste, can be molded into the shape of a fish. You can always fall back on crab and lobster arranged on flat wooden platters with the red lobster claws decorating the borders. If you have nicely colored walls or especially well shaped windows show them up to advantage with fish net curtains tied back with ordinary rope twisted to look like ships' hawsers.

### Linens for the Liner

Innumerable suggestions will offer themselves as you start to look around at the various shops. You are wondering about clothes for the trip no doubt. Women this year are buying their wardrobe with the view to wearing it in the spring when they return home. The Sally Gown Shop at 51 West 57th Street has kept this in mind. Make up your mind whether you will run to brown, blue or black as a background for other lighter shades. Don't get reckless and buy several costumes that require separate sets of accessories. Linens, cottons, piques, and gingham for morning are still the smartest. A print or two for afternoon wear that will harmonize with your coat, and organdy or chiffon for evening is all that is necessary. A grand coat shown at some of the best stores is one of reversible velveteen and rabbit's wool. With the velveteen side turned sea-

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ward it makes an ideal evening wrap for shipboard or resort wear. A fine grained panama hat with various bright colored scarfs to match your morning frocks, and black velvet band for afternoon or informal evening wear is the only headgear you need to pack. White buckskin spectator sport shoes and a pair of gold and silver brocade evening sandals keeps your feet well shod at every hour.



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**Boys and Girls of London Terrace**

By HELEN ELIZABETH HARDEN



Babe Ruth as Santa Claus, holding little Edwin Ehler, Jr.

The big event of the month for the children of the Terrace was of course the Christmas Eve Party in the Garden with Babe Ruth himself as Santa and with one hundred and thirty poor children of the neighborhood as

guests of the Terrace children. One might suspect that such a tremendous event in the lives of children of an average age of eight or nine would be productive of countless remarks, by the young guests, but not so, indeed not; in fact quite the contrary. The only remark that registered in the excitement was the unanimous cry of "Hello Babe! Take off your whiskers—we know you!" Ruth quickly abandoned the assertions that he was Santa, and got down to the business of distributing the hundreds of presents. The next thrill of the afternoon was the distribution of the two hundred one-pound jars of candy supplied through the very kind cooperation of Sherry's by Mr. E. T. Brush of the Long Island City headquarters. That the grown up audience was equally pleased at the party was evident by the many telephone calls received afterwards at the office.

**Many Thanks**

The most wonderful part of the party was the pleasure on the faces of the children brought by the Salvation Army when they were given the big bundles of presents provided by the grownups and children of London Terrace. There were actually over four hundred gifts distributed in this way which was a most generous Christmas offering and I take this opportunity of thanking all those who cooperated so willingly in making this the best Christmas festival yet held in London Terrace.

**A Technocrat**

Those children who happened to be on the roof early one afternoon in December were pleased to find a photograph of themselves flying their own interpretation of a Lockheed airplane on the feature page of the New York Evening Post on December 21st. This remarkable flying contraption was the proud invention of Tony Sefton, 410 Building, five years old, who is in the invention business and will invent anything you may mention on very short notice.

**A Green Greyhound Bus**

The newest addition to our regular play equipment for the roof is a marvelous wagon, painted green, large enough to hold six children at once. It is equipped with ball bearing rubber tired wheels and was made entirely in our carpenter shop under the direction of Mr. Parry. Guaranteed indestructible, it makes a thousand or more revolutions of the roof each day.

**Gratefully Received**

A beautiful rug has been received from Miss Octavia Wood, 455 Building, who also sent us a book case and some books. In addition a great many other books have been sent anonymously for use in the Club rooms to the delight of the children. Additional mystery stories or Jules Verne adventure books for the boys, the classics and stories suitable for girls from the ages of eight to sixteen will be especially welcome.

Finally, the holiday season saw many new faces on the roof, due to the number of children home from out-of-town schools for their winter vacation.

**FOOD NOTES**

The first response to the suggestion in the Christmas number of the TATLER that residents of London Terrace might have a blessing in the form of a favorite recipe which they would like to pass on to others, comes from Mrs. Byron Wilson, 405 Building. "It is easy to make and always turns out well" is the optimistic message attached to the original recipe for

**Devil's Food Cup Cakes**

1/3 Cup Crisco  
3/4 Cup sugar  
1/3 Cup cocoa  
1/4 Cup hot water  
1 Teaspoonful baking powder  
1/2 Cup thick sour milk  
1/4 Teaspoonful soda  
1/2 Teaspoonful vanilla  
1 Cup flour  
1/2 Teaspoonful salt  
1 Egg

(Continued on page 11)

**By-line Briefs**

We wish to thank all those who were so kind as to pass compliments on the new TATLER. With this, the second number since the present publishers took charge, we call particular attention to the Fashion article and illustrations on page nine. This will be a regular monthly feature from now on; the author is a well-known fashion authority and the illustrations that accompany the story are authoritative.

Mr. John O'Hara will be recognized at once by most of our readers as a regular contributor to the New Yorker. He is a graduate of the University of Pennsylvania and also writes for Scribner's and Harpers Magazines. He has been a reporter on the Herald Tribune; a press agent; and is now writing what he will assure you is the Great American Novel.

In this column last month we asked for contributions from London Terrace residents, pointing out that if the magazine is to be truly representative of the views of the residents it must express these views. The net result this first month is just two food recipes.

The cover design is by Miss Geraldine Brophy, a young artist of Rye, N. Y.

In next month's issue, there will be an article on Books by Mr. F. Ronald Mansbridge, 435 Building, who is the representative in America of The Cambridge University Press. Also, an article on Hollywood from a rather different angle than that usually featured in the Press by Miss Mary March.

Miss Hannah Dorner, who was on the Editorial Department of the Herald Tribune, continues her series of stories on our neighborhood in February with the story of the American Jersey Cattle Club. How many residents, we wonder, have ventured into their imposing building on Twenty-Third Street to find out what goes on there? Do the Jerseys still play billiards or are they won over to contract? Do they ever entertain the Guernseys? What do they think of Technocracy? Is there a swimming pool? All these questions will be answered next month.

At last a really funny story is going the rounds again; the one about the lady who went into Schrafft's to buy a chocolate dog. Have you heard it?

Finally, we do hope you will take a crack at one or both of the TATLER competitions — see page five.

**Swimming Pool Activities**

New York University has scheduled a series of weekly swimming meets, known as "at home" meets which will be held in the indoor pool of London Terrace. On Friday, February 10, the N. Y. U. team will meet Fordham and on the 25th of February the most important contest of the season will be held — the Cornell—New York University swimming meet.

Events scheduled for the meets include a 50 yard free style dash, a 100 yard free style dash, fifty yard back stroke and a 100 yard relay race.

On Monday, January 16 the Dwight School—a private school for boys in New York City and the Stevens Preparatory School of Hoboken, New Jersey will also hold a meet.

**Champion Visits Pool**

Miss Georgia Coleman, Olympic diving champion and probably the most famous member of America's select aquatic champions in the field of women's swimming activities, was an unexpected visitor to the pool one afternoon ten days ago and delighted everybody present with an impromptu diving exhibition.

**The Theatre**

We Recommend—  
"Biography" by Sam Behrman at the Guild Theater, 52nd Street West of Broadway. If we starred plays—this would get every star we had handy. It is charming and poignant and brings Ina Claire back to the stage—thank God.

"Twentieth Century" by Charles McArthur and Ben Hecht at the Broadhurst Theater, 44th Street West of Broadway. A rowdy fast paced comedy by those two excellent authors of "The Front Page". It is not fair, but from them we expected more—however it is a pretty high evening in the Theater.

"Goodbye Again" at the Masque Theater, West 45th Street. Osgood Perkins takes a play about nothing and for three acts carries it and con-

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vinces you that it is a grand play.

We have recommended and do again, "Dinner At Eight", "Mademoiselle", "When Ladies Meet", "Music In The Air" and "Take A Chance".

**Watch Out For—**

"Design For The Living" by Noel Coward and with Coward, Lynn Fontaine and Alfred Lunt in the leading parts, opening at the Ethel Barrymore.

"Pardon My English" by Herbert Fields and Jack McGowan with music and lyrics by George and Ira Gershwin, opening at the Majestic.

"Forsaking All Others" which introduces La Bankhead to her American Theater audience, opening at the Selwyn Theater.

**Food Notes**

(Continued from page 10)

"Blend shortening, sugar and egg thoroughly in one operation. Beat cocoa in hot water until smooth and add to first mixture. Sift flour, salt and baking powder together and add to sugar mixture alternately with the milk, to which has been added the soda and flavoring. Bake in cup cake pans in oven 400° to 450° about fifteen minutes. Ice with white cream icing; sprinkle with chopped nuts and add a dot of bright candy on the very top."

**Figs, Nuts and Candied Fruits**

Figs, nuts, raisins and candied fruits, traditional accessories of our holiday menus, are utilized in a recipe sent in by Miss Cora Fitzgerald, Building 465. In the South they call it Candy Pudding; in the North we call it Uncooked Fruit Cake. It tastes just as good by either name and the children will enjoy it as much as you.

"Grind 2 cups pitted dates, 1 cup dried figs, ¾ cup seeded raisins, 1/3 cup candied cherries and 1/3 cup candied pineapple. Add 1½ cups chopped pecan nuts, 2 tea-

spoonsful of orange juice and ⅓ teaspoonful of salt. Work the mixture into a solid mass with your hands, then press into a small bread pan lined with waxed paper. Put a weight on top and leave it for 48 hours in a cool place before slicing."

Dried sweet fruits deserve a better fate than to be reserved for festive occasions. They are not only a delicious food, but a valuable energy food because they contain large amounts of easily digested natural sugar. Here is an excellent recipe for a Fig Dessert:

Stuff one-half pound of figs with chopped, salted nut meats. Heat together one teaspoonful of lemon juice, one-half cup of water and two teaspoonsful of brown sugar. When the mixture is hot, add the figs, cover and simmer gently until the figs are tender.

**Stop Press**

A Valentine's afternoon Tea and Bridge for the ladies of London Terrace will be held in the Penthouse Club, 470 Building, Monday afternoon, February 13 from two o'clock until five. Accommodations are limited to seventy two players, and reservations with card fee of fifty cents should be left with Mr. Harden at the Club Office not later than Friday, February 10. Prizes and favors.

**Classified Advertising**

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 or sales, or express wants of any kind. Rates are twenty-five cents the line; advertisements for insertion should be left with Mr. E. F. Harden, CHelsea 3-7000, Extension 26.

Sale or Exchange; Studio couch, Simmons deep sleep mattress. 2F—455.

Sale or Exchange; Large sofa, victrola, pair Reed and Barton candelabra, small sideboard. 11C—465.

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