

JUN 28 1933



MARCH

In This Issue . . .

Roosevelt as a Politician

By RICHARD W. DUNLAP

China and Japan

By DR. HAROLD VAN DORN

Mr. Cooper's Pal

By GURNEY WILLIAMS

NON
Z
O
N
E
R
E
A
C
E

TATLER

J.



The Fireside Inn

411 West 24th Street

LUNCHEON—11:30 a.m.-2:30 p.m.50-.70
 DINNER—5:30-8:30 p.m.75-.85-1.00
 SUNDAY DINNER—5:00-8:30 p.m.85-1.00

ALSO A LA CARTE

For Special Parties or Reservations
 CHickering 4-8926

Day Phone
 CHelsea 3-3050-1-2

Night Phone
 CHelsea 2-9688



The Only Official LONDON TERRACE GARAGE EXCELSIOR GARAGES INCORPORATED

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

24 Hour Service • Thoroughly Fireproof

YOUR INSPECTION INVITED
 Nothing but the Best

STORAGE
 Auto Laundry
 General Lubrication

PARTS & SERVICE
 For all makes of cars & trucks

AUTOMOBILE
 ELECTRICIANS
 Starting, Lighting & Ignition

TIRES & ACCESSORIES

BATTERIES REPAIRED
 Rented & Recharged

WELDING & PAINTING
 Body & Upholstery Work

RADIATOR & FENDER
 REPAIRING

MACHINE WORK

TOWING AT ALL HOURS

Telephone CHelsea 3-1834

Prompt Deliveries

L. METZGER DAIRY AND GROCERY

Known in the neighborhood for honesty, quality and
 service for fifteen years

A New Store

at

218 NINTH AVENUE

(Directly across from London Terrace)

We specialize only in the finest food products money can buy.

LOWEST PRICES GUARANTEED
 A TRIAL WILL CONVINCCE YOU

Delivery Service

Phone CHelsea 3-5041

CHELSEA DELICATESSEN STORE OF QUALITY

For 35 years a friendly neighbor to Chelsea Residents

Cold Cuts Salads Chickens Sandwiches
 Fancy groceries and table delicacies

DAIRYMEN'S LEAGUE
 MILK • CREAM • BUTTERMILK

206 NINTH AVENUE

NEAR 23rd STREET

I. HAHN

Patronize Our Advertisers

THE PUBLICATION OF THE TATLER
 IS MADE POSSIBLE BY OUR ADVER-
 TISERS. WE SOLICIT YOUR PATRON-
 AGE FOR THEM AND SUGGEST
 THAT YOU MENTION THE TATLER
 WHEN MAKING PURCHASES.



If This Be Treason —

Seen from "The Conning Tower"

THE following appeared in the Herald Tribune, over the famous F. P. A. initials, March 2nd.

"On Tuesday afternoon a little Philadelphia girl aged seven was visiting a twelfth floor London Terrace tenant. She disappeared while the tenant was making chocolate pudding for the little girl's supper. The search for her was, it is easy to believe, difficult; she was found at the corner of Eighth Avenue and Twenty-third Street. To the tenant's queries the little girl was mute. But soon she set to work at a poem. Her name is Mary Mulford and this is the poem:

I love to watch the street cars
That run along so fast
And people at the windows
Smile at me as they go past.
So many, many people
Get on and off each car
I wonder where they're going
I wonder who they are?"

Whereas a perturbed little London Terrace tenant wrote:

I hate to watch the street cars
That crawl along so slow
And people at the windows
Scowling as they go
So many, many people
Hate the old street cars
And wonder when they're going

To get plenty of nice new green buses quiet,
fast and able to get out of people's way, running up and down Twenty-third Street instead.

TATLER—Dorothy Gray Party A Success

WEDNESDAY evening, March 8th, over 300 residents of London Terrace and their friends invaded Pierre's restaurant for the cosmetic revue "Getting Her Man" which was staged by the TATLER with the co-operation of Dorothy Gray.

It was particularly interesting to note the number of men present. Miss Anne Harris made an interesting speech on the history of cosmetics from the days of the Egyptians to the present time—the models in costumes ranging from Colonial Days were an attractive feature and the comedian

who wore the short skirt of 1928 caused roars of laughter. All in all, it was a good evening and we are grateful to those who responded to our invitation and made the party the success it proved to be. Please watch for our next.

The attractive cover on the TATLER this month is by Miss G. M. Gilroy, 470 Building. It is an interesting fact that

fifteen years old. He has had extensive experience in musical comedy and concert playing in Europe and America.

About a year ago, Miss Dorothy Kingdon of the 460 Building went shopping for a dog. Now she was going to have more time to devote to training a pet, she mused, because she had just terminated her screen activities in *The Man of Iron*, featuring Lionel Barrymore.

When she entered the shop a little Samoyede pup extended its paw to her through the cage openings. She petted and fondled the dog, but in spite of the pleading look in the animal's eyes, she refused to take it with her. The fur was white, and she would have none of that. None of the other dogs that were displayed suited her, so she left the store. Just as she closed the door behind her, she overheard a squeaky voice ask: "Say, Mister, how much is that there dog with the feathers on?"



The Marine Deck, Noon March 6th

Roto Fotos

almost all of this month's TATLER is from the pens of London Terrace residents.

On Saturday afternoon, March 25, Mrs. Berthe Fleitele, teacher of piano, will hold a recital by several of her pupils in the apartment of Mrs. Mischa Violin, 430 Building. Terrace children who will participate are Efrem Violin, Roxy Violin and Anthony Mertz, Jr. Terrace mothers and their children interested in music are invited to attend. The father of the Violin children, Mischa Violin is associate conductor at the new Roxy Music Hall.

Mr. Francis McFarlane, 465 Building, is a new resident. He is a pianist; specializes in the teaching of children. He was born at Falkirk, near Edinburgh. A graduate of the London Royal Academy of Music, Mr. McFarlane was musical director of a theatre orchestra when he was

Miss Kingdon looked back and saw a small, dirty-faced, poorly-clad youngster, talking to the proprietor. The boy felt sorry for the forlorn and homeless creature, but couldn't do anything about it. The dog a thorough-bred, was expensive. Dejection and disappointment were registered in his face as he gazed listlessly after the lady who did not want so wonderful a dog. His sorrowful expression stirred Miss Kingdon's heart. She returned to the store and purchased the dog.

"He is such an intelligent thing," she remarked as she stroked his head. "He doesn't care for jazz, and if a classical program is on the radio, he sits up and sways his head and front paws in time with the music."

(Continued on Page 10)

Franklin D. Roosevelt as a Politician

By RICHARD W. DUNLAP, 410 Building
Editorial Staff, *New York Herald-Tribune*

THE word politician has become so distorted from its proper meaning in popular American usage that, if you refer to a public man by that name in his presence, you had best do so with a smile. Yet the word is one of the most honorable lineage, its essential meaning being the same as that of the word statesman.

The art of the politician has varied with the centuries, but at all times the display of his personality to the people, genial or solemn, belligerent or pacific, as it may be to accord with the temper of the hour and with his own character, has been his first duty in appealing for the suffrage of his fellow citizens.

Franklin Delano Roosevelt, Thirty-second President of the United States, is one of the most accomplished politicians, in the proper and best sense of the word, who has appeared on the American political scene in many years. It has happened that his own temperament and the needs of the times in which his public life lay have combined to present him in a smiling and genial role, the inspirer of confidence by his own obvious possession of it, rather than in the guise of a pompous and solemn savior of mankind. Yet he is one of the most skillful of men in public life today in an art which, if exhibited by a pitcher on a baseball team, would be called "change of pace". Without making any change in the fundamental character of his message, he is able to present it in a wide variety of ways so as to appeal to any type of audience he is addressing.

A description of one evening during his campaign for re-election to the governorship of New York in 1930 will serve to illustrate the point.

The principal address of the evening was to be at the Academy of Music in Brooklyn. It was the Friday preceding election day and this night is traditionally reserved by Democratic candidates in New York for the Academy of Music meeting. Brooklyn's democracy always turns out en masse, an enthusiastic and cheering throng. It is a time for a final ringing blast at the opposition that will send the good Democrats of Mr. McCooley's borough back to their

homes, glowing with pride and determined to win every Assembly District from Coney Island to Williamsburgh.

Before going to the Academy of Music that night, however, the Governor proceeded to Public School 14, at Forty-sixth Street and Third Avenue, Manhattan, to address a meeting at the special request of the late Martin G. McCue, rotund and popular Tammany leader of the 12th Assembly District. McCue was then clerk of the Surrogate's Court, had been a State Senator with Mr. Roosevelt years before, and had lost his fight for the leadership of Tammany Hall in 1929 only because the Hall then had a social-climbing complex and hesitated to entrust its direction to a former pugilist and barkeeper, though Marty McCue had been one of the best lightweights of his time and one of the most beloved barkeepers of a former era.

The Governor, accompanied by Mrs. Roosevelt and a number of friends, all in evening clothes, and followed by some fifteen or twenty newspapermen, entered the school auditorium by a rear door, where they were met by McCue and led to the speaker's table. The East Side audience of Marty's loyal adherents rose to its feet and yelled until the roof-beams shook. The famous Roosevelt smile and a wave of his hand finally brought the crowd to attention.

Then with one hand on his host's shoulder, the Governor spoke in substance as follows:

"It is a genuine pleasure for me to meet so many friends of my good friend, Marty McCue. We've been friends for many years and from the days we spent in the Legislature to the present I have always found Marty a straight shooter, a hard worker and a loyal Democrat."

McCue beamed, the audience roared again and the Governor continued with a few additional remarks, all creating an effect of intimate friendliness. Just a big family party in fact, with good old Marty as host. Within a few minutes it was over and the Governor and his party were whisked over to Brooklyn. But the in-

tended effect had been produced and on polling day the district poured out to vote for Marty's friend, the Governor.

At the Academy of Music every seat was occupied and every inch of standing room filled. Hundreds were turned away. Here Mr. Roosevelt shared the limelight with his predecessor, Alfred E. Smith, always a prime favorite with Brooklyn audiences. In this case it was Al who struck the intimate and friendly note in a jocular speech in which he chided his "Republican friends in the Legislature" for "always getting on the wrong side of every question". The audience shouted its delight with cries of "Give 'em hell, Al".

Governor Roosevelt was as serious as Al had been jovial. His address was dignified but it was a fighting talk, a scathing denunciation of the "hypocrisy of the Republican campaign". The audience became serious too, and there was little applause until the end but the face of every man and woman who left the hall was a picture of determination to register a sweeping Democratic majority. The following Tuesday they did it.

From the Academy of Music Governor Roosevelt went to the Alexander Hamilton High School and spoke briefly to 1,500 members of the Afro-American Protective League. With this audience of cheering Negroes, both Democrats and Republicans, Mr. Roosevelt achieved a remarkable combination of intimate friendliness and serious discussion of the social and humanitarian measures fostered by himself and his party. The short talk undoubtedly won hundreds of votes for him.

That concluded the evening's program at nearly one o'clock in the morning. But before going to his home, Governor Roosevelt stopped with his party at a soda fountain where he treated his friends of the press to the limit of the fountain's capacity in refreshment, chatted genially with all of them and sent them home as enthusiastic supporters as were the friends of Marty McCue and the legions of Brooklyn voters, both white and Negro.

China's Struggle Against Japan

By DR. HAROLD A. VAN DORN, 435 Building

Author of "Twenty Years of the Chinese Republic" also
"Government Owned Corporations"

FOR more than a year, the two great nations of the Far East have been carrying on the bitterest struggle in their history. In this struggle, though war has not been declared, all the practices and all the deadly instruments of modern warfare have been employed. Trenches, machine guns, mines, artillery, tanks, aeroplanes, bombs, battleships have taken their deadly toll. Thousands have been killed—more thousands driven from their homes—millions of dollars worth of property has been destroyed—cities have been laid waste and hundreds of thousands of square miles of territory with a population of thirty million has been conquered and placed under alien domination.

The Same Race

Yet the people who are adversaries in this conflict are of the same race. They are neighbors; they have a culture which springs from a common background. The dominant religion in each country is the same. The written language is similar. The people in both countries believe in justice and order. Under ordinary circumstances, they are peaceful and law-abiding. Both peoples are lovers of beauty and culture and art. Both are the producers of the world's sheerest silks and daintiest china. Both are lovers of music and painting. Both entwine bright flowers in their children's hair. The ordinary citizen in both lands asks nothing better than a chance to earn his daily rice and live at peace with his fellowmen. Yet these two kindly, cultured, peace-loving peoples are now at war—actually, if not technically. How can these things be?

To find the answer to this question, we must turn back the pages of history in order to see the present conflict in proper perspective. China first came into serious conflict with Japan in 1894-1895. The Chino-Japanese War followed. China was disastrously defeated and compelled to give up all claims to Korea—to cede Formosa—to grant Japan rights to the southern tip of Manchuria and to pay a huge indemnity. From that day to this, approximately every five years, with startling regularity, there has been a serious clash between China and Japan. In 1900 occurred the Boxer out-



Dr. Harold A. Van Dorn

break, followed by a huge indemnity, Japan being one of the punitive powers. In 1904 and 1905 occurred the Russo-Japanese war as a result of which, Japan succeeded to the rights Russia had acquired in Manchuria. China acknowledged this succession of rights, but the rights were specifically limited by the same terms as those previously granted to Russia. The South Manchurian Railroad, for example, was to return to China thirty years after operation began—or approximately 1933. The next startling move on the part of Japan came five years later, when in 1910, she annexed Korea. The following year the Chinese Revolution occurred and a Republic was set up in place of the age-old Dynasty.

China As A Republic

Forward-looking Chinese placed great hopes in the Republic as a means of furthering the progress and development of their native land. But the establishment of a workable Republic in a land accustomed for centuries to a dif-

ferent type of government, is a task which cannot be achieved over night. Patriotic Chinese have struggled from that day to this with partial but not complete success to advance the cause of Democratic Republicanism. They were not allowed, however, to work out their aims without foreign interruption. In 1915, while the rest of the world was at war, Japan made her famous twenty-one demands, one of the cardinal points of which was the extension of the railway leases in Manchuria to ninety-nine years. In 1919, Japan succeeded to the German rights in Shantung province, over China's protests. China had joined the war against Germany specifically to prevent this catastrophe. The Washington conference partially rectified this wrong. In 1927, the Nationalist forces from Central and Southern China, seeking to unify the country, were held up in their advance, by Japanese troops in Shantung.

This background brings us up to the more recent events but whereas previously there had been a major clash, approximately every five years, now the tempo has quickened and we have some new major aggression each year. In 1931, came the invasion of Manchuria in which a territory nearly as large as France and Germany

(Continued on Page 11)



Japanese Troops Advancing

Wide World

Lillian's Beauty

Shop
Modernly Equipped
Expert Attendants
Reasonable Prices

Treatments in Your Apartment

Combination Permanent Wave
Croquignole and Spiral
\$5.00 and up

Contoure Facial

Di-Lash, the permanent dyeing
for lashes and brows

Arnao steam treatments

For appointments phone
CHelsea 2-9608

365 WEST 23rd STREET
near Ninth Avenue

CH 3-1085 Est. over 60 Years

Geo. Nockin's Sons

JEWELERS AND OPTICIANS

Diamonds, Watches, Clocks
Silverware and Fine Jewelry

REPAIRING A SPECIALTY

Optical Department in charge
of Registered Optician

252 EIGHTH AVENUE
One door from S. E. Cor. 23rd
We Have No Branch Store

Spring Flowers

Are Now in Season

Orders Delivered Anywhere

Cut Flowers of all Kinds
a Specialty

LONDON TERRACE
FLOWER SHOP
405 BLDG. HOUSE 'PHONE
CHelsea 3-8235

BOWLING

GRAND OPERA BUILDING

Under new ownership—10 new
Brunswick Regulation Tournam-
ent Alleys. Special afternoon
rates for Ladies and Gentlemen.

309 W. 23rd St. Cor. 8th Ave.
RESERVATIONS - - CHe 3-8951

Old Chelsea GROCERY AND DELICATESSEN

Free delivery on orders over
50c—7 A.M. to 9 P.M.

CHickering 4-9512
433 WEST 24th STREET
Directly opposite London Terrace

MR. COOPER'S PAL

By GURNEY WILLIAMS, 405 Building
Associate Editor of "Life"

Mr. and Mrs. Cooper hardly ever went anywhere on the Elevated. Mrs. Cooper had no particular objection to it but Mr. Cooper said he hated to climb the steps, and the waiting rooms smelled like stables, and there was always such a higgledy-piggledy crowd on the trains.

But on this night, they had seen a movie at Radio City and Mrs. Cooper suggested they go home on the El. "It's cheaper and quicker," she said, "and I'd enjoy it for a change." Mr. Cooper said that *he* wouldn't, but if she wanted to, why it was all right with him. Silly way to save money, though, he added. Mrs. Cooper said not to be such a grouch, and Mr. Cooper didn't answer, so they climbed the iron steps at 50th Street and caught a Downtown local.

The train was pretty well filled and Mr. and Mrs. Cooper had to sit facing each other on opposite sides of the car. Mrs. Cooper was wedged in between two women, Mr. Cooper was glad to note, but he himself wasn't so fortunate. The man on his right was asleep and kept leaning against him, and a large unshaven man on his left was mumbling to himself and eyeing his neighbors with the candid stare of alcoholic befuddlement. Before the train reached the next station his wandering gaze lighted on Mr. Cooper and he made a visible effort to maintain a focus on Mr. Cooper's profile.

"Hi, Pal," he said suddenly. "Everything O. K.?"

Mr. Cooper was startled, but he attempted a patronizing smile. "Sure," he said out of the corner of his mouth. "Everything's fine."

"You're a good guy," the man said hoarsely. "I can tell by looking at your eyes you're a good guy." He swayed toward Mr. Cooper and tried to look into his eyes. "I've fought the best of 'em in my day," he said, "and now I haven't even got a nickel. You know?"

Mr. Cooper stiffened a little and his smile became fixed. Mrs. Cooper was looking at him, and she didn't believe in giving money to men who had been drinking. "They only go out and spend it on bad liquor," she always said.

"You haven't got a couple of nickels you could loan a guy, have you, Pal?" the man asked presently. Without waiting for an answer he reached into a pocket and brought forth a key, which he showed to Mr. Cooper. "All I got," he said, "is the key to a lousy flop." He laughed loudly and the other passengers looked at him, and at Mr. Cooper, with mild interest. Mr. Cooper glanced swiftly at Mrs. Cooper, but she was studying a car card over his head. He didn't like the looks of her smile, though; he had the feeling that she was enjoying his dilemma.

"Want me to sing a song, Pal?" his companion inquired. "I'll sing a lousy song right in this lousy car, if you want me to."

Mr. Cooper, a little horrified, looked at the man squarely for the first time. "No," he said hastily, in a strained voice. "Never mind—Buddy."

The man smiled slowly and rubbed his chin. "I knew you was my pal," he said. "Everything O. K.?"

"Sure," said Mr. Cooper breathing hard. "Everything is O. K."

The man nodded and closed his eyes. "You're a pal," he mumbled. "All I got is the key to a lousy flop."

Mr. Cooper turned and glanced furtively through the window and down at a street sign, then was vastly relieved to feel the train slowing down for his station. He got up quietly to help Mrs. Cooper out and noticed with some alarm that his new friend had opened his

eyes. The expression on the man's face was sullen, Mr. Cooper thought. Mrs. Cooper stepped out into the vestibule of the car and Mr. Cooper quickly took a quarter out of his change pocket. Everybody in the car was looking at him curiously.

"Here you are, Buddy," he said in a low voice. "Go buy yourself a drink, or something."

The man, surprised, took the coin and smiled at Mr. Cooper. "Thanks, Pal," he said.

"O. K.," said Mr. Cooper. His face was quite red.

"What in the world was that man talking about?" asked Mrs. Cooper innocently, as they slipped through the turnstile.

Mr. Cooper hesitated. "He kept asking me for a couple of nickels," he finally admitted, somewhat gruffly. "But," he added lightly, "he probably only wanted them for booze."

"Did you give him a couple of nickels?" asked Mrs. Cooper.

"No," said Mr. Cooper honestly. "Look out for those damn steps."

CHELSEA'S LITTLE THEATER

Every evening in the subterranean portion of the Hudson Guild building, 436 West Twenty-seventh Street, a small group of people stand on an improvised platform and enact the drama of Shaw, O'Neill, and others. The actors, known as the "Cellar Players", are made up largely of the working-people from the neighborhood—waitresses, factory workers, letter-carriers, piano movers and stenographers.

Nightly they gather in their theater for a few glamorous moments in a drab day. Already they have given performances of "The White Headed Boy," "Judge Lynch," and "Anna Christie." On March 29th they will give their presentation of "The Front Page," the Broadway success of several years ago which is slated to run at their theater until April 12. Seats may be obtained from the Hudson Guild, for from 50 cents to \$1.00.

Interest Your Friends

The Management of London Terrace will be glad to forward the TATLER to any person you would consider as a logical tenant. It is pleasant to have one's friends read about the social events in which you can take part. Perhaps they might like to join you as tenants under our hospitable roof.

REDUCIO ad SANITATEM

According to MARJORIE DORK

You're a lady of normal weight, we'll say—five foot seven inches in your neatly silk-stockinged feet, and a tidy 137 pounds in avoirdupois. General overweight has never afflicted you. You rarely flinch as your eye meets the bald announcement of the pointer on the scales.

But your horizon is, notwithstanding, far from serene and untroubled. Not your most devoted friend would tell you as you stand up in the clinging robes of these trying years that your figure is all it might be. You have, alas, your own cross to bear. By some malignant whim of Providence you have just a little too much hip and just a bit too little chest—say, 44 inches hips and a 32 inch chest.

So you try everything. You diet, you fast, you take pills, you torment yourself. Your face grows thin, your chest grows flatter. You look worn and weary and "tired of it all." You're underweight, you're irritable. You quarrel with your friends. Maybe your hips diminish. Maybe they don't. Either way, you decide the game's not worth the candle. Nobody loves you any more. So you give up. You think that what Providence, in its wisdom, has given you, Providence in its wisdom is going to see that you keep.

There's a lady in town, however, who swears you're wrong—absolutely dead wrong. She says she can prove it. "Make up your mind," is her motto, "and my method can make over your body."

The lady is Marjorie Dork, figure-remodeller extraordinary, whose appointment book at her Fifth Avenue Salon looks like a "Who's Who," of society, stage and screen. In twenty-two years of practical experience, she has discovered she can reduce any woman's extra inches without lopping off pounds.

During the past fall, she declares, two women with the dilemma of the hypothetical lady aforementioned, came to her. When they had finished the course of treatment, both of them had 36 inch chests and 36 inch hips and both remained at 137 pounds.

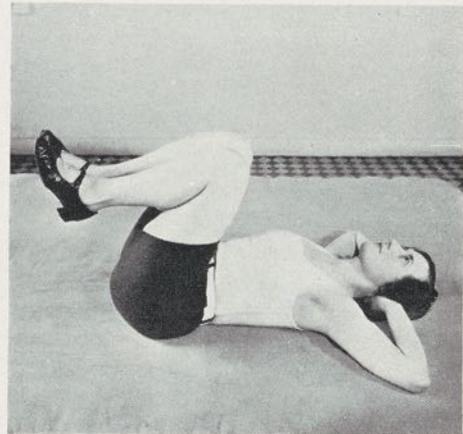
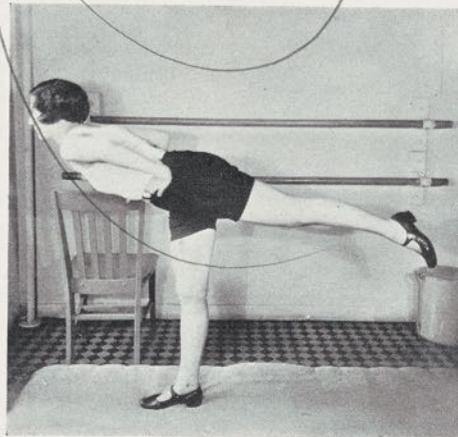
"Huh," Miss Dork replies to accusations of black magic and dark sorcery, "anyone can do it." At home, too. There's no need to come to my salon to pay high prices. No case is hopeless.

The Seven Essentials.

"And here's how," she says. "These are the seven essentials

to correct proportion and perfect health: air, water, food, elimination, exercise, cleanliness, rest and relaxation. Take them this way:

"One...air—the woman who begins by taking fifty deep breaths properly every day



Rule 5—Exercise 'Till Your Skin Glows

can't get fat. What's more she can't stay fat. Breathe deeply fifty times night and morning.

"Two...water—drink no less than 14 glasses a day.

"Three...food—have a medical examination before taking a course. If you reveal a tendency toward acidity, live on an alkaline diet. If an analysis shows too much starch, eliminate starch from your diet; if too much meat, go on a vegetable diet. If there is too much fat in your system, eliminate all butter, cream and ice cream. Eat only enough to replenish the energy used up by your day's work and exercises. Eat for health, not for fat.

"Four...elimination—eat laxative foods for proper elimination, and not laxatives to force it.

"Five...exercise—walk five miles a day, not today and to-

morrow, but every day. Or if you can't, stay in and exercise. Exercise until your muscles feel aglow, until your skin is moist with perspiration, until your nerves are unwound by the action of the bigger deep-set muscles, until there isn't a creak or a grumble in any joint and your body is gloriously tired.

"Six...cleanliness—bathing can do more than clean the skin-surface. It can make our bodies firm and fit and beautifully lean. Hot baths are good but cold

"Seven...rest and relaxation—sleep nine hours every night. Don't try to get away with seven or six or five. Allow your body to recuperate, your nerves to unwind and your brain to relax.

"These are the seven essentials for health. There isn't one that can't be followed at home without cost. It's simply a question of will power, not tongue-power. All that's necessary is to wake up the lazy muscles, remove the fermenting poisons, dissolve the bulging fatty tissue and the excess inches go. The

baths are better. More energy is lost in one hot bath than in a day's work. Of course, it's fine to perspire as hot baths force out the moisture. But perspiration is best when provoked naturally—by exercise. Hot baths soften the flesh, cold baths firm the flesh and the muscles. A daily cold shower will add years to your life and help you to take pounds off your weight.

method can reduce any form to desired proportions, make any body flexible, supple and free, clean, alive and young."

**DRESSES
MADE TO ORDER
\$4.00 Up**

Fittings in your own apartment if desired.

**PAJAMAS—BLOUSES—
DRAPERIES**

MRS. JAMES SMYTH

Apt. 3E 465 Bldg.

MANYA KAHN

Physical Training for Women

Courses in Limbering and Stretching for Reducing and Building Up

Rhythmic Exercises for Grace and Relaxation

Swedish and Medical Massage (Licensed)

435 Bldg.

LONDON TERRACE

Apartment 2-E

By Appointment Only

WATKINS 9-7993

(No Charge for Consultation and Demonstration)

A Birthday Party

The birthday of London Terrace comes in the month of May.

The TATLER is now organizing a big birthday party for the event—watch the April and May issues for details.

Beauty Treatments in Your Apartment

(Residential Work Only)

Facials, Hair Waving, Tinting, Bleaching, etc.

It costs no more to enjoy this service in the most pleasant surroundings—your home.

Evening appointments.

Pleasant associations with London Terrace for over two years

Rose B. Stanley

Telephone—CHelsea 3-8316

IF THIS BE TREASON

(From Page 3)

The Editor has received the following Report from the TWENTY-THIRD STREET ASSOCIATION:

Following the receipt of communications from residents in London Terrace in connection with the proposed bus extension to the West 23rd Street ferries, many of which condemned the service on the 23rd Street cross-town surface car line, the Transit Commission caused an investigation to be made.

In a letter to the Twenty-third Street Association, William G. Fullen, Chairman of the Transit Commission stated:

"Checks on the service have been made at the point of maximum loading, 8th Avenue and 23rd Street, since the receipt of your communication, and the results have shown the need for an increase in the service.

"The Commission took this matter up with officials of the operating company who were directed to provide additional service and they have prepared a new operating schedule which became effective on Tuesday, February 14th.

"The Commission will have further observations made in the near future to determine what

further action may be advisable."

We are further informed by the operating company that the service has been increased 20 percent and they will continue to operate their cars as frequently as the need for greater service requires it. Mr. Hugh J. Sheeran, president of the New York Railways Corporation has shown a keen desire to cooperate with the Association and the business and residential interests on Twenty-third Street and is willing to provide additional service to meet the requirements of the patrons of this line as the need for it is demonstrated.

The Association further advises that effort is still being made to persuade the bondholders to withdraw their opposition to the proposed Fifth Avenue coach extension to the West 23rd Street ferries. While an unfortunate turn was taken at the last moment when the matter was before the Transit Commission, forcing the Coach Company to withdraw this route from consideration, it is felt the circumstances surrounding the problem are only temporary and that it will be adjusted in a short time.

Had the city officials, the Association states, taken definite and constructive action on the award of long-term franchises to the street railway group, which would have permitted the substitution of buses for the surface cars, instead of merely assuming a temporizing attitude in the award of one-year franchises, the legality of which is being questioned, to the independent operators and filing the railway company's bus application, there

would have been no opposition to the "ferry extension" and the coaches would now be running to the ferries.

The responsibility for the chaotic bus situation in Manhattan, the Association adds, lies with the Board of Estimate and Apportionment.

Penthouse Club News

THE Penthouse Club is now resplendent with new rugs and carpets in every room adding to the comfort and attractiveness of our social gathering place.

The Thursday evening bridge parties are attracting more and more players each week. Progressive contract is played with provisions for auction players. Four prizes are given each night, cigarettes and refreshments are served and the fee is but 25 cents.

On Saturday evening, March 4, Miss Mary McHugh was hostess to sixty members and their guests of the newly organized Merrymakers Club of the New York Life Insurance Company. It was their inaugural bridge meeting and the first of a regular series. Most of the guests were from other parts of the city and they were greatly impressed by the size and many conveniences of London Terrace.

Mrs. Margaret Espy of London Terrace conducted a lecture on foundation garments for women in the Club on Tuesday evening, March 7 to an interested audience of fifty women. The talk was augmented by a display of various types of garments for the modern woman.

From the Marine Deck

The new Furness-Bermuda Liner "Queen of Bermuda" escorted by her sister ship "Monarch of Bermuda" made her first entry into New York Harbor at 9:45 Friday morning passing London Terrace in majestic parade with all flags flying and saluted by all the harbor craft.

The entrance to the Marine Deck is now being converted into a smoking room and will be decorated in strict marine style. A new addition is the receipt of a model of the liner "Empress of Britain" on loan to London Terrace through the courtesy of Mr. Carl Standard of the Canadian Pacific Steamship Company. A picture of the "Empress of Japan" also from

Mr. Standard and a picture of the new Grace Liner "Santa Rosa" from the Grace Line Offices are also on display.

Four regulation ship's lanterns have been installed on the walls of the Smoke Room, and two large charts from the U. S. Navy Hydrographic Office have also been obtained so that visitors may plot their course to any port in the world before going on the bridge.

For the past week or two the docks visible from the Marine Deck have been crowded with the large ships of the world by a coincidence which brought unusual numbers of them together in New York at once. Many are preparing for special cruises to southern waters.

The kindergarten at Public School 11 is being run on an entirely different basis this term.

The new kindergartner, Mrs. Aida S. Fein, has taught in a private progressive school in Westchester County and in Miss Irwin's "Little Red Schoolhouse". She has had many courses in mental hygiene, and Adlerian Individual Psychology as applied to the young child.

The kindergarten at Public School 11 is run almost exactly as the kindergartens of our best private progressive schools. The program of activities is a wide and varied and an entirely child-centered one. The children may hammer or saw, or paint pictures, or build with blocks or sew dolls clothing, or construct cabinets out of packing cases—or anything their hearts desire.

At present, this being a river-front community, the children are deeply absorbed in a project that grew out of their direct experiences. The river, which widens out into the bay, has been made of strips of wrapping paper painted blue and pasted together. There is a Statue of Liberty that looks like an example of ultra-modern art, a fleet of steamers, tugs, ferryboats, and barges, docks for the big liners, and cracker-box buildings for both sides of the river. The sound of boat whistles and fog horns is in the air.

The principal of the school, Mr. Ephraim Weinstein, extends a cordial invitation to all readers to visit the kindergarten in the school building on 21st Street between 8th and 9th Avenues.

YOKE BOOK SHOP

RARE
BOOKS

Will get you any book
in or out of print

NEW
AND
OLD

BOOKS BOUGHT

GUNS, CURIOS & ANTIQUES
201 9th Ave. WAt. 9-8292

THE CARTERET RESTAURANT
214 West 23rd St. (7th Ave. Subway)
An easy walk from London Terrace

Luncheon 30c-50c-70c Dinner 75c-85c
Special Plate 40c

Unusual Menu by Swiss Chef. : : : Alice C. Preston, Mgr.

A Superior Laundry Service
All Types of Family Laundry

PROMPT CALLS AND DELIVERIES

Satisfactory service at this address for over 18 years

SUPERIOR HAND LAUNDRY
435 WEST 24th STREET

Directly opposite London Terrace CHickering 4-1530

CHINA AND JAPAN

(From Page 5)

combined, was subjugated to a foreign master. In 1932, came the attack on Shanghai and in 1933 comes the extension of this conquest into the province of Jehol.

But why all this aggression against China, if the Japanese are peace-loving and believe in justice and fair play? A partial answer is that the Japanese people are in the grip of a military caste which has more or less convinced the populace that these things are necessary. The military caste enjoys great prestige because Japan rose to the position of a great power as a result of its victory over Russia in the Russo-Japanese war. One of the incongruities of our civilization is that we consider a nation great, not for its art, its literature, or its culture, but because of its military strength, so the Japanese people are merely reflecting world psychology when they think that military power makes them great. The military party conducts a constant propaganda for its view point.

It tells the people that Japan must have land for her expanding population, but, as a matter of fact, her people do not colonize in any large numbers, territories with a cold climate. Their own northern island is but sparsely populated. In twenty years of complete control, with every governmental effort made to foster colonization, less than half a million Japanese have gone to Korea. Much of Manchuria has a severe winter climate and Japan's surplus population will not go there in large numbers. The Japanese military party says that Japan must have raw materials but it does not follow that she must annex a vast portion of another country to obtain them. Manchuria wants trade just as all countries do and she will gladly exchange her raw materials for Japan's manufactured goods, but the people of Japan believe the arguments of the militarists and the army is permitted to go on piling one aggression on another and creating a deeper and deeper hatred on the part of the Chinese. This hatred is so deep that it reaches every village and hamlet in China and generations not yet born will feel its blight and reap its tears. That is the real tragedy of the events which are occurring in the Far East today.

A MODERN FRAME

(From Page 8)

green used most commonly in America is too hard and bilious a color and makes the average woman look twice her age when she is in such a room.

The recent craze in both Europe and America for white furniture is quite similar to the penchant for white satin sofas that swept European drawing-rooms in 1812. Recent reports from the Armour Packing Company in Chicago indicate the extent of the craze; there are not enough calves to provide furniture houses with the material needed for the white leather.

Here are some hints for American housewives: Get a color which is suited to you and your personality; don't over-furnish a small apartment just for the sake of carrying out a Louis Seize boudoir; if you are interested in securing the most effective decoration as well as the most reasonable, furnish after the old French and the English, as well as the early Colonial.

MR. BARTON ANNOUNCES

The Management announces the opening within a few days of a new Barber Shop under the same management as those of the Hotels Ambassador in New York, Atlantic City and Palm Beach. Work on the new Beauty Shop is progressing rapidly and will open within a short time. Both shops will be located in the 465 building on 23rd Street.

Temporary arrangements have been made with a reliable upholsterer to do such work as may be required by residents of the Terrace. In conjunction with the Carpenter Shop, repairing and reupholstering of furniture can now be done at short notice in our own shops. This is an effort on the part of the Management to supply a new and convenient service to residents, and it will be continued if found justified by use. For rates and further information inquiry should be made directly to the service desk.

TATLER

LONDON TERRACE

Vol. 3 MARCH, 1933 No. 4

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.

H. BRENWASSER

PHARMACIST

PRESCRIPTION SPECIALIST

Complete line of drugs and toilet accessories

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

Phone CHelsea 3 - 2085

MRS. 'GENE WATSON

Teacher of Lip-reading, Voice Training and Speech Improvement for the Hard of Hearing.

Will be glad to give free interview on any problem of the hard of hearing.

Educational Staff Member New York League for the Hard of Hearing.
LONDON TERRACE 410 BLDG., Apt. 8-K

CHelsea 3 - 6804

D. SOLOSKO
CHIROPODIST

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

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

It is Profitable to Advertise Professional Services on this Page.

REINE TREDENNICK

Graduate Registered Nurse
(Massachusetts General Hospital)

Nursing Hourly or Daily
(Except Sundays)

Colonic Irrigations
Daytime Care of Infants
Apt. 16-H 405 CHe. 3-0435

DR. J. B. CULBERT
OSTEOPATHIC PHYSICIAN
LONDON TERRACE

WATKINS 9-4761
10 A.M. TO 4 P.M. OR BY APPOINTMENT
APT. 1-E—460 WEST 24TH STREET
NEW YORK CITY

London Terrace Management

announces the following

RESIDENT PROFESSIONAL SERVICES

MEDICAL

ALFRED C. DU PONT, M.D.
455 West 23rd St., Apt. 1B
CHelsea 3—1894

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

WILLIAM M. PATTERSON, M. D.
455 West 23rd St., Apt 1E
CHelsea 3-0428

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

ROBERT E. FRICK, M. D.
445 West 23rd St., Apt. 1B
CHelsea 3—6677

DENTAL

PAUL ROBERT JACOBS, DDS.
415 West 23rd St., Apt. 1B
CHelsea 3—5858

BARNETT M. WARREN, DDS.
425 West 23rd St., Apt. 1E
CHelsea 3—6434

ROYAL SCARLET STORES



A Complete Food Market
"From Caviar to Coffee"



Our Special
Dairy Department
39 Varieties of Cheese.

Our Special Delicatessen Department
A complete line of Ready Cooked Dishes and of course,
Sandwiches of every kind.

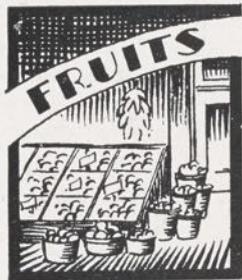
Our Special Pastry Department
Six deliveries a day of the finest Pastries
fresh from the Ovens.

Open every night until midnight (including Sunday).
This for your convenience.

As close to you as your house telephone

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

Royal Scarlet Stores, Inc.
Arthur P. Williams
President



ROYAL SCARLET FOOD MARKET

London Terrace

House Phone or CHelsea 3-0715

24th Street and Ninth Avenue