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Vol. I, No. 1

New York City, N. Y.

December, 1930

Terrace Good For 100 Years Builders Say

LONDON TERRACE, now new in its every detail of construction, will be outmoded one hundred years hence. This is the opinion of the builders of the structure that has so recently supplanted the once fashionable row of houses built by William Torrey in 1845.

To be specific, London Terrace will doubtless be replaced by the year 2014, the date of expiration of the leases on the property, because Chelsea real estate will have so pyramided in value that it will become entirely disproportionate to the income from the buildings standing upon it.

Residents of the modern London Terrace need entertain no fears that the building will need to be replaced before 2014, because of structural reasons. London Terrace could stand for centuries. But, modern real estate men have the uncanny habit of looking a century or so into the future, whereas the builders of early New York homes hardly provided adequately for their own generation.

When William Torrey put up
(Continued on page 4)

"Crow's Nest" Reporter Tells of Passing Ships

Has your ship come in? Mrs. Jack Pulaski, Apartment 16-E, 435 West 23rd Street, can tell you.

From her lookout on the top floor, Mrs. Pulaski commands so perfect a view of the North River that her friends call the apartment The Crow's Nest. Whenever they want to know about the arrival or departure of an ocean liner, they just phone her.

Mr. Pulaski is the theatrical critic on *Variety* who signs his reviews "Ibee."

Modern Santa May Use Gyro

THOSE London Terracers who are present at the first annual Christmas Tree Party, to be held Christmas Eve, may see St. Nick glide into the garden in an auto-gyro airplane, instead of in his reindeer-drawn sleigh, if one is to believe James P. Eadie, president of James N. Wells' Sons, 191 Ninth avenue.

"When Clement C. Moore wrote for his children in 1822 the famous poem 'Twas the Night Before Christmas'—"
(Continued on page 4)

Big Tree Party On Christmas Eve in Garden

COMMUNITY events at London Terrace will be inaugurated in a blaze of glory when the first annual Christmas Tree Party is held in the garden on Christmas Eve, December 24.

This is going to be one of the most beautiful events of its kind in the country, featuring an elaborate Christmas carol program of such pretensions that it will be broadcast over station WOR.

Christmas means even more at London Terrace than it does in most places, for it was on this very spot that the American conception of Christmas and Santa Claus was born. Away back in 1822, what is now London Terrace was the site of the home of Dr. Clement C. Moore, who that year wrote "A Visit From St. Nicholas," the Christmas poem that has come down through the years the most widely quoted and recited of all Christmas literature. Don't you remember how it goes?

"Twas the night before Christmas and all through the house,
Not a creature was stirring, not even a mouse."

As one of the features of the Christmas Tree Party program, Dr. Milo H. Gates, Dean of the Cathedral of St. John the Divine, who is particularly versed in the lore of Dr. Moore and who established the final proof that Dr. Moore's home was on the present site of London Terrace, will read the world-famed classic.

In addition, there will be carols, sung by the boys' choir of the Church of the Resurrection, Richmond Hill, L. I. and music by a brass quartet that will play old English airs.

We go on the air over WOR at 5:02 p.m. and continue until 5:58. The garden is going to be
(Continued on page 4)

Chelsea

Note—Rich in tradition, fragrant with glowing memories, Chelsea holds a place all its own in New York history. In this series will be brought to you the pageant of this unique region from its earliest days to the glory of its present, which carries on with renewed luster the atmosphere and traditions which have made Chelsea famous.

I. HOW CHELSEA WAS NAMED

BACK in the days when Manhattan was just another island with a bustling Dutch village on its southern tip and the enterprising burghers were relentlessly driving the Manhattan Indians up to Spuyten Duyvil, the district which is now known as Chelsea first appeared on the legal records of America.

On April 25, 1663, New Amsterdam's fiery, peg-legged governor, Peter Stuyvesant, wishing to reward some of his supporters, granted them a strip of land, untitled and uninhabited, in the vicinity of the present Twenty-third Street, along the Hudson River, whose banks in those days ran along what is now Tenth Avenue.

They did not hold it long. A few years later, British men-of-war entered the harbor, Stuyvesant was deposed, and New Amsterdam became New York. There followed an era of rechartering and the unscrambling of grants.

In 1680, Sir Edmund Andros issued the Royal Patents which formed the basis of all future deeds in the district immediately northwest of the city. Many of the families who received patents were early Dutch settlers. One of these, Jacob Teunis Somerendyke, obtained a farm on the banks of the Hudson which had been part of the old Stuyvesant grant.

The Somerendykes lived peace-
(Continued on page 3)

He's from the Home of Hops

NATIVE OF OLDEST "RUM RUNNING" SPOT

ADMITTING — proudly, we fear—that he comes from one of the oldest "rum running" spots in the world, David Green, Apartment 16-B, 460 West 24th street, brings a real touch of old England, as he reminisces of his recent trip to his native heath, Kent County, the garden of England, where the hops come from.

The hops, he explains, carefully, for the benefit of the new genera-

tion, are one of the ingredients of old-fashioned beer—not fraternity dances, or what toads do, or what Chinamen smoke.

Like London Terrace, he said, the Kent of today has changed since he left it 30 years ago to come to America, but the old atmosphere still prevails. It is still noted for its many old smugglers' coves and caves and the hops remain the best the world produces.

IRGA



Vol. 1 December, 1930 No. 1

Published every month for the residents of London Terrace by the Henry Mandel Management Corporation, 10 East 40th street, New York City, N. Y.

A BOW TO OUR PUBLIC

WITH this issue the London Terrace TATLER is brought into being. As a vehicle of lively interest to those who live here, and to the men and women who serve you, its value will lie in the establishment of an understanding contact between tenant and management. In its pages we plan to develop the story of London Terrace and through its successive issues tell the origin of its development, the facilities and services we have at your disposal and the new features of service planned in the units now under construction.

In its columns we shall present flashes of interesting personalities, events and happenings that you will read with eagerness; stories about our tenants and items about our employees.

We know that under our roof dwell many with interesting literary ability, judging by the splendid letters we receive. To them we look for suggestions and contributions to our columns. Everyone at some time or other has something of interest either about themselves, their family or their friends. Send it along to TATLER and help make your own newspaper a journalistic success.

In the hope of being vivacious without offense, and interesting beyond triteness, TATLER makes its bow.

DECEMBER

I WELL remember as a boy in the early school days in England, we used to sing:

"October, October,
March for the dull and sober,
The suns of May for the school girls' play,
But give to the boys October."

This snatch of the refrain is all that remains in my mind, but the spirit of the song is as much alive as ever. October, the month of bracing air when you begin to feel once more the tingle of blood in your veins after the indolence of a long summer's vacation. The cold gray days of winter have their compensations. November has its Thanksgiving holiday and now we are in the last month of the year.

December is the festive month of the Christmas holiday; the month of holly, mistletoe and general good cheer. It is the month that beckons most folks toward their homes and their family firesides. It is the time when men's thoughts and hearts are most generous to their less fortunate fellows.

I take this opportunity of sending to our large family of tenants at London Terrace greetings of the season and to express the wish that this December will bring with it better times for everybody.

JOHN J. SCOFIELD,
Manager of London Terrace.

Tatler Tales

SINCE the tenants of London Terrace are to have a very definite part in the success of this journal, it is meet that for the entertainment of the spirit they should figure prominently here.

* * *

In the very first mail that has come to this desk there was a goodly number of congratulatory messages. A few will suffice . . . since modesty must in a measure be eschewed.

From J. W. Woltmann came this cheery note. "Welcome TATLER! We like our home." With the same letter came a notice and a suggestion from Ernst Woltmann, "If a chess tournament is arranged when the solarium is completed, please enter the undersigned as a contestant."

To this last we say, why wait until the solarium is completed? This department will gladly sponsor a chess tournament upon receipt of names for twosomes. We'll name the time and place of combat.

* * *

From one house came this surprising message. "Wouldn't mind meeting the girl across the court who has been making eyes (at me!) in the apt. with the blue curtains."

Now, now! Mr. Man. Where's your courage?

* * *

To continue with the glad hand messages: "May the best of luck and success attend the sponsors of this latest effort of the London Terrace management." Mr. and Mrs. Russell L. Walsh, 3-C, 450 West 24th street.

"Accept our best wishes for a great success in your happy venture," Mr. and Mrs. J. B. Hoffman, and daughter (5 years old), 455 West 24th street, Apt. 7D.

And, before we should run out of space, this department hastens to record a recent arrival at the Terrace—a young daughter, Diana Margaret, born November 22 at the New York Nursery and Childs Hospital to Mr. and Mrs. Hans Peter Luhn, Apt. 7-A, 445 West 23rd street and Shamokin, Penna. Mrs. Luhn was Miss Margaret Herreshoff, of San Diego, Calif.

* * *

"May success accompany the publishing of TATLER," writes Dr. Daniel R. Singleton, one of the Terrace dentists. His location is 415 West 23rd street. Dr. Singleton wants the world to know that he and Mrs. Singleton greatly enjoy the atmosphere of London Terrace. For the information of the community Dr. Singleton's office hours are Monday, Wednesday and Friday, afternoons and evenings, and Sundays.

* * *

"Delighted!" is the word from Holland Dill.

We've even anticipated several suggestions. For instance, the following from Mr. H. S. Briggs, Apt. 15D, 455 West 23rd.

"The idea of a paper is an interesting one, but may I offer a suggestion? What I think

(Continued on page 3)

The Advertisement

THOUGH the other papers which are published for the use of the good people of England have certainly very wholesome effects and are laudable in their particular kinds, they do not seem to come up to the main design of such narrations, which, I humbly presume, should be principally intended for the use of politic persons, who are so public-spirited as to neglect their own affairs to look into transactions of state. Now these gentlemen, for the most part, being persons of strong zeal and weak intellects, it is both a charitable and necessary work to offer something whereby such worthy and well-affected members of the commonwealth may be instructed, after their reading, what to think; which shall be the end and purpose of this my paper, wherein I shall from time to time report and consider all matters of what kind soever that shall occur to me, and publish such my advices and reflections every Tuesday, Thursday and Saturday in the week, for the convenience of the post. I resolve also to have something which may be of entertainment to the fair sex, in honor of whom I have invented the title of this paper. . . .

All accounts of gallantry, pleasure, and entertainment shall be under the article of White's Chocolate-house; poetry, under that of Will's Coffee-house; learning, under the title of Grecian; foreign and domestic news, you will have from Saint James's Coffee-house; and what else I have to offer on any other subject shall be dated from my own apartment.

And forasmuch as this globe is not trodden upon by mere drudges of business only, but that men of spirit and genius are justly to be esteemed as considerable agents in it, we shall not upon a dearth of news present you with mufty foreign edicts, or dull proclamations, but shall divide our relation of the passages which occur in action or discourse throughout this town, as well as elsewhere, under such dates of places as may prepare you for the matter you are to expect.

—Sir Richard Steele in "The Tatler"
Tuesday, April 12, 1709.



How Chelsea Won Its Name

(Continued from page 1)

fully there for the next seventy years. Then, in 1750, about the time when the Indian campfires were smouldering for the last time on Manhattan Island, a grised British campaigner returned to New York, his fighting days over.

Captain Thomas Clarke was a hard-riding warrior. He had served the King in the West Indies, the French and Indian wars and wherever the Union Jack had waved in the new western world. Now, he wanted a home for his wife and three daughters where he might spend the rest of his days, and the Somerendyke farm, which was well beyond the city limits—they ran along the southern border of Greenwich Village at that time—took the old man's fancy.

For less than \$5,000 he purchased the farm. The deed, signed on August 15, 1750, conveyed "all that Farm or Plantation and tract of land situate, lying and being at Bassan Bowry aforesaid in the Outward of the City of New York, and on the West side of Manhattans Island, beginning at a certain Ditch by the River side belonging to Jelles Mandeville and running thence along the river N. 33 degrees, 15 minutes—etc."

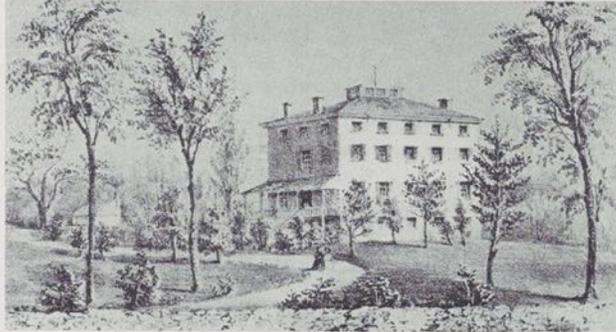
Selecting a hill not far from the banks of the Hudson, Captain Clarke built himself a modest house just east of Ninth Avenue between Twenty-third and Twenty-second streets. But his mind ran frequently back to his old messmates, particularly those less fortunate than himself, who were spending their remaining days in the military hospital at Chelsea, England.

So, as a tribute to these old comrades and his own vivid war memories, he called his estate Chelsea.

For more than twenty-five years, until shortly before the outbreak of the American Revolution, the old captain lived at Chelsea. Then the house burned down and, a few days later, Captain Clarke died in a nearby farmhouse, leaving all his property to his wife, Mistress Mollie Clarke.

Next month will be told some of the tribulations of Mistress Clarke during the Revolution, through which she was an ardent Tory.

WHERE ST. NICK VISITED



The birthplace of Clement C. Moore, the author of "A Visit From St. Nicholas," was built by Captain Thomas Clarke, and was one of the first houses of Chelsea Village.

Tatler Tales

(Continued from page 2)

would be of great advantage in promoting a friendly spirit among the 'Terracites' is an assembly room where we might have lectures and concerts, and everybody could meet everybody else."

Such facilities are to be provided in the completed structure, Mr. Briggs. Delighted to know you are anxious to meet your neighbors in this manner!

Here is one from the "Jimmie Bronsons" in 5F, 450 West 23rd.

"This ought to be fun . . . much success to you! Our little C.L.I. Cadets, George and Bob Russell, enjoyed a four days furlough over Thanksgiving with their parents, the Jimmie Bronsons." Best wishes to your manly chaps, Mr. and Mrs. Bronson.

From Mr. Frank B. Berry we accept, "Congratulations, and more power to TATLER. . . . Just a line from each household, expressive of appreciation, will make TATLER an interesting rival of all the daily papers . . . our 'home town' paper, that can be mailed to give news of what's doing among us." Mr. Berry lives in Apt. 10-E, 440 West 24th.

Mrs. A. R. Maxwell, 3-A, 415 West 23rd street, recently entertained Mr. and Mrs. George Crouch of Westchester County at dinner and bridge.

Miss Nan Barclay, Apt. 15-E, 445 West 23rd street, has an intriguing occupation. She is a

numerologist and character analyst. Numerology, so Miss Barclay informs us, is the "science of numbers," and its history dates to the time of Pythagoras, 600 B.C., and even to the ancient Egyptians. Miss Barclay's specialty is children's analyses. Her telephone is Chelsea 8611.

Mr. and Mrs. Arthur Marx, Apt. 7-D, 435 West 23rd street, will take a belated vacation trip to Florida. They will go to the sunny southland via the Clyde Steamship lines.

Mr. Charles K. Berwin, Apt. 10B, West 23rd street enjoys, he says in his letter to this department, the package service, which "is a wonderful protection for the tenants."

So, to one and all a Merry old Christmas and a Happy New Year, and until January, Cheerio!

—TATLER.

Like to Shop?

HERE'S WHERE TO GO

"WHERE can I do my shopping near home?"

If you've just come to London Terrace—and, of course, that's true of most of us—you have undoubtedly asked that question. And as I've been dashing about, trying to find out for myself, I thought you might like to hear some of what I've learned.

Well, then, after breakfast, call the London Terrace maid service and while the maid is tidying up the apartment, let's go for a stroll.

We'll stay on 23rd street and walk toward Fifth Avenue. If you want to order flowers, there's a nice shop just across the street from London Terrace. Or, if you want one of those clever plants, so attractively potted, there's the Flowerland Shop at 23rd street near Seventh avenue. They have the most unusual type of pots.

Next door is a candy shop where you'll be able to buy your favorite brand of chocolates.

As for tea rooms, I've already found two. A small, delightful French tea room, called the Chelsea Square is on Ninth avenue near 20th street. If you're having guests, you will find the French ice cream from this shop most acceptable—also the tea cakes and candy, which are excellent. Then, you may not know that there's a Schrafft's on 23rd street near Sixth avenue.

Next door to Chelsea Square tea room is a circulating library that seems to have the kind of books that are worth while reading.

This is just a beginning. On our next walk, we'll take the men along. I've found some shops that may interest them, too.

—Irene T. Schultz,

Apt. 6-C, 420 West 24th street

THE FIRESIDE INN

411 WEST 24th STREET

A Bit of the Old Chelsea in the Midst of the New

EXCELLENT STEAKS, CHOPS
SOUTHERN FRIED CHICKEN
ALL FRESH VEGETABLES
OUR OWN BAKING

Luncheon 11:30 to 2:00 P.M.
55 and 70 cents
Dinner 5:30 to 8:30 P.M.
85 cents and \$1.00

Sundays and Holidays — Dinner 5:00 to 8:30
\$1.00 and \$1.50



Those Who Serve

IF you want to hear the voice of Great Britain, just call up and listen to the dulcet tones that greet you with "Good morning, this is London Terrace." That accent comes to you most legitimately from either Miss Hildred Winston, who's direct from London, or Miss Betty Toner, who drew her first breath in County Cork, Ireland—queens of the telephone switchboard.

And the makeup of the auditing staff is somewhat Scotch.

The Uniformed Service turned out in force on November 21, for photographs. One of the officers narrowly escaped falling into the fountain. The cameraman stood by to snap the scene, but it didn't happen.

Prize awards to the Service for courtesy, neatness and efficiency for October were won by the following:

- First—Benedict A. Gilbert, hall-man, 420 West 24th street.
- Second—John Nelson, patrolman, 23rd street.
- Third—Gustave Villegas, elevator operator, 415 West 23rd street.

The awards for November will be announced in the next issue of the TATLER.

No, that isn't Rudy Vallee in the ball at 440 West 24th Street. Nor is it his twin brother. His name is Lawrence Jackson and he's doing very nicely just as himself, thank you.

Chief Engineer William F. Finiels refuses to be outdone by the Uniformed Service. He wears a handsome jacket with brass buttons, a memento of the days when he was in charge of maintenance on the "Leviathan."

Great Tree Party For Garden Christmas Eve

(Continued from page 1)
lavish with Yuletide decoration; and of course, there'll be St. Nick himself who will distribute gifts to the Terrace children. It's going to be a wonderful party. Cancel all other plans you may have and be prepared to be there.

AN EXPLANATION

The editors regret that lack of space in this edition has caused the omission of many personal items sent in by Terrace residents. These will be included in next month's issue.

Potato Aerial Used on Radio

SOME novel contrivances will disappear from the Terrace when the radio installation is completed. The ingenuity displayed by early tenants in putting up "clandestine" aerials was unique, to say the least. The prize goes to one which consisted of a length of wire with a real Idaho potato on the end of it—to weight it down. The potato is to be donated to the nearest soup kitchen when its radio career is ended.

Modern Santa May Use Gyro Airplane in 1930

(Continued from page 1)

fore Christmas," Mr. Eadie writes the TATLER, "he owned the farm or estate extending from Nineteenth to Twenty-fourth streets, Eighth avenue to the Hudson river (which was then Tenth avenue), and the residence in which he wrote the poem was located on a hill about where 420 and 422 West Twenty-third street now stand.

"London Terracers with vision and imbued with the Christmas spirit may, therefore, if they look across the street at the proper moment, see spread before them the lawn on which 'there arose such a clatter' and perhaps may get a view of St. Nicholas and his eight tiny reindeer as they dash 'to the top of the porch, to the top of the wall.' But, of course, it is just possible that this year Jolly St. Nick may use an autogyro airplane, in which case the penthouse dwellers will have the box seats."

Mr. Eadie's firm has been located at 191 Ninth avenue for more than 100 years.

Welcome to Tatler!

CAVANAGH'S RESTAURANT

258-260 West 23rd Street
Here More Than 50 Years

SEA FOOD
STEAKS AND CHOPS

Banquet Rooms for Dinners

It's How You Pronounce It That Matters Most

You have to be careful as to how you pronounce it!

Recently the four-year-old granddaughter of Mrs. Caroline Wennis, Apartment 4-B, 460 West 24th street, visited her grandmother during the afternoon. When she heard the familiar guard mount bugle call at 4:45 o'clock, she rushed to the window and shouted delightedly,

"Oh, look, grandma. The London Terrors are having a parade!"

Terrace Will Be Good For At Least 100 Years

(Continued from page 1)

his row of frame and brick houses he provided shelter for an average population of 400 persons. Little did he think that eighty-five years later his handiwork would give way to a structure that will soon house 5,000 people. To Mr. Torrey, London Terrace was the last word in residential construction, and it did splendidly for its time even though it greatly outlived its allotted span, according to modern standards of usefulness.

London Terrace Valets

French Dry Cleaners and Dyers

Complete Valet Service

Complete Shoe Repair Service
Factory Process Work

Shoe Shining Service

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HOURS: 8 A.M. to 8 P.M.

Antique Canes Artist's Hobby

SOME folks collect old bottles, others specialize in stamps, or old coins, or rugs, or furniture, or sea shells.

But John Kanelous, artist and poet, who lives in Apartment 17-A, 435 West 23rd Street, has a hobby that is unique. He collects canes. And he has an extraordinary array of them, all sizes and shapes, dating far back along the pathway of the centuries gone by.

"Some go as far back as Grecian times," writes Mr. Kanelous. "I have one that Socrates may have leaned upon."

London Terrace Laundry

In Old Chelsea
425 Basement

For
Your Convenience

We are open to serve you from 8 A.M. to 10 P.M. at a moment's notice.

We are giving attention to all the little details, to suit the individual fancy, and you may get our Dependable Service at reasonable cost.

11 lbs. for \$1.50
Machine Ironed

10 lbs. for \$2.50
Hand Finished
or Piece Work

We are fully organized now to give proper attention to the entire London Terrace Family.

Just ask the House Operator to connect you with our Laundry Service and our man will be at your door immediately.

LONDON TERRACE LAUNDRY

Albert F. Kramer, Manager

London Terrace News Service

(In Old Chelsea)

NEWSPAPERS MAGAZINES PERIODICALS

450 West 24th Street New York

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