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February  
Is  
Groundhog  
Month

# London Terrace

Also  
the Time  
for  
Valentines

Vol. I, No. 3

New York City, N. Y.

February, 1931

## Corner Taken By Drug Store In Large Deal

A ROMANCE in New York real estate values was recently revealed with the announcement of the signing of a lease by the Whelan Drug Company for the corner store in London Terrace at the northwest corner of Ninth avenue and West 23rd street. Occupancy will be taken as soon as the store is completed this spring.

A store on the same corner occupied for over twenty years by the United Cigar Company was brought, at the time it was demolished to make way for the present London Terrace development, a rental of \$4,000 a year. Although no figures were announced, it was said the new rental will be many times this old figure.

Coincident with the Whelan transaction was the announcement of the occupancy in April of the northeast corner of West 23rd Street and Tenth avenue by a Chemical Bank & Trust Company branch. This was the first business corner to be contracted for in London Terrace.

### Dean Gates Sends Praise for Christmas Celebration

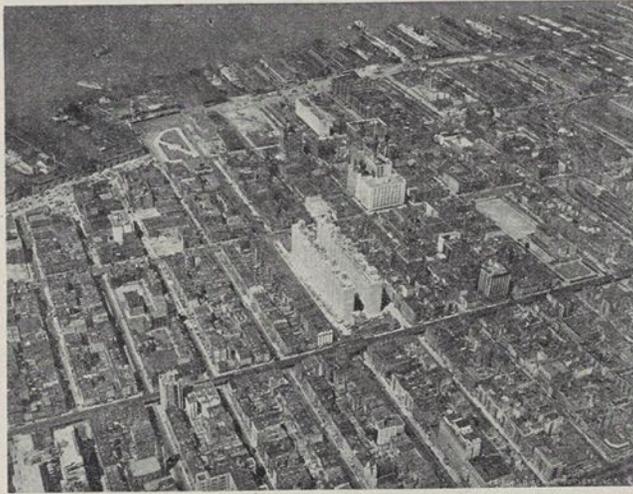
TATLER is especially pleased to quote from a letter written by Dr. Gates, Dean of the Cathedral of St. John the Divine, the honored speaker at the Christmas Eve program in the Gardens. In speaking of the affair, Dean Gates says:

"It was a delightful experience, and I thought it was one of the prettiest sights I have ever seen, and the way things were managed was quite wonderful.

"I send you my best wishes for the New Year."

More flowers for the committee!

## ALREADY A LANDMARK



London Terrace from the air. Already the vast buildings have become a landmark to air navigators crossing the city.

## Chelsea

Note—Chelsea holds a place all its own in New York history. In this series is being brought to you the pageant of this unique region from its earliest days to the glory of its present.

### III

#### BISHOP MOORE

FROM the early days of British occupancy of New York, which began in 1664, down through the years to the present, Trinity parish has played a leading part in the religious life of the city. It was destined to be linked most prominently with Chelsea.

In the closing days of the Revolutionary war period, which ended with the peace treaty in 1783, when the United States officially came into being as a new nation on the face of the world, a young rector assumed charge of the parish. His name was the Rev. Benjamin Moore. Among his communicants, who lived somewhat to the north of the city limits, were Mistress Molly Clarke, chatelaine of Chelsea House, and her three daughters.

Between his many duties as rector of the leading Episcopal parish of the city, the Rev. Mr. Moore found time for frequent visits at Chelsea House. It soon developed that the specific reason for his many calls was Miss Charity Clarke and shortly after the peace treaty was signed, she became Mrs. Moore.

Mistress Molly was extremely proud of her daughter's marriage and her pride increased with the years, for her son-in-law became one of the most notable figures in the public life of New York in the early years of the new republic. Not only did he become the outstanding personage in his own religious denomination here but he took an extremely active part in other phases of civic life.

He was president of Columbia College for ten years from 1801 to 1811. In addition he was president of many of the societies of

## Preservation of Chelsea Asked in Re-zoning Move

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SO GREAT has been the effect of the construction of London Terrace and the rebuilding of Seventh Avenue in the Chelsea district by Henry Mandel, that a definite movement has been launched to re-zone this historic region so that it will be transformed into an area exclusively residential.

This will mean the elimination of commercial properties, wholesale centers and loft buildings, considered undesirable in a section which is rapidly becoming one of the most attractive residential areas in Manhattan. The first step toward re-zoning has been taken by Paul H. Fairchild, president of the Twenty-third Street Association, who in a petition to the Manhattan Board of Estimate, asks the changing of 21st and 22nd Streets, Seventh to Eighth Avenues from unrestricted to residential use.

In commenting upon the association's program, Mr. Fairchild said:

"These two streets at the present time are used almost exclusively for residential purposes, but with the business activity of the district growing steadily the owners any day may face the intrusion of some objectionable use permitted in unrestricted streets unless steps are taken to

(Continued on page 4)

(Continued on page 3)



Vol. I February, 1931 No. 3

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FEBRUARY

FOR all its brevity and rugged weather, February is one of the most interesting months of the year. It is the month of festivals and birthdays. The two most celebrated dates are Washington's birthday on the 22nd and Lincoln's on the 12th. Another president, Harrison, was born on the 9th. Candlemas, the old English religious festival of the Purification of the Virgin, comes on the 2nd, and on this day, candles, to be used in churches during the year, are consecrated.

The 2nd is also popularly known as "Groundhog Day," forecasting the approach of spring.

February is certainly the month of lovers, the 14th being Valentine's Day. This date is also Old Candlemas.

Mississippi observes Arbor Day in February. February 12th is Georgia Day (in that state, since it happens to be the date of Oglethorpe's landing in 1733). The 14th is Admission Day in Arizona.

February is derived from the Latin *Februarius*, the Roman festival of purification, which fell upon the 15th.

NEW LANDMARKS

THE old days are swiftly passing and the landmarks of a romantic yesterday are tumbling about our ears. It is coming to be almost axiomatic in America that architecture suits itself to the day and the generation. What was good enough for the past seems quite inadequate for the present.

An older generation was content to live amid sedate and mellow surroundings. Manhattan, to the early New Yorker, afforded an abundant life. This narrow strip along the Hudson gave pleasures and comforts which few were willing to surrender.

So it is today, and will be tomorrow. A new type of resident—yet he is very much an old New Yorker at heart—is returning from the suburbs to live more pleasantly, completely and comfortably in the restored areas where Manhattan history is deeply written.

For such London Terrace was created, and the rapidity with which these homes have been taken up indicates clearly that the Terrace is ideally suited to present day living. The professional man and woman, the young couple, the family with little folks, the middle-aged, tired of commuting, are finding that they can be in the very heart of the city and yet be insulated from its distractions at their pleasure. They are discovering, much to their delight, that it is possible to live in the metropolis and still have glimpses of green growing things in their own spacious Gardens with ready access to work or New York's multifarious diversions. —JOHN J. SCOFIELD

Tatler Tales

APARTMENT 3-E in 430 West Twenty-fourth Street was photographed by the editors of a new London Terrace booklet as a typical Terrace apartment. Mrs. Carl V. Percy, the mistress of the household, is responsible for the tasteful furnishing and decoration of this attractive home. The Percys are preparing for a short trip to Augusta, Georgia, where they plan to take part in an amateur golf tournament. Mr. Percy is president of the Carl V. Percy advertising agency of New York.

\* \* \*

Mr. and Mrs. Edwin H. Gertz of 10-E, 435 West 23rd Street have had as their guests Mr. and Mrs. Charles Borland of Chicago. Mr. Borland is President of the Mohawk Rubber Tire Company there. Mr. Gertz is a well known person in Broadway automobile circles.

\* \* \*

Mr. and Mrs. Joseph J. Duffy and "Chubby," their Boston terrier, came all the way from Chicago to spend two weeks with their niece, Miss Irene W. McCarthy, Apt. 3-D, 425 West 23rd Street. The Duffys have received every issue of TATLER, and declared they were very much impressed with London Terrace.

\* \* \*

Miss Ninta Sandre, Apt. 3-D, 450 West 24th Street, conducts a school for rhythmic dancing and will give a program of dance compositions on Saturday, March 7th at the Lenox Theatre, 52 East 78th Street, New York.

\* \* \*

Apartment 4-E, 450 West 24th Street, houses a writer and an inventor. This ambidextrous person is Edna Sibley Tipton, otherwise known as Mrs. J. C. Tipton, and her authorship has included several books on hostess subjects. Stokes has published three of Mrs. Tipton's volumes and Appleton has brought out two, while early this year Thomas Y. Crowell is bringing out a sixth book. Among Mrs. Tipton's inventions is a truly individual soap.

\* \* \*

Miss Marion Lou Parker, Apt. 10-F, 435 West 23rd Street, writes that TATLER has gone traveling all the way to relations in Shanghai, China, with its account of the Christmas Party.

\* \* \*

The Greenwich Village Historical Society, Inc., through its recording secretary, Ethyl Cahn-Kuhnhold, 7-E, 455 West 23rd Street, extends a hearty invitation to London Terrace residents to attend the Tuesday night meetings in the Clivette Studios, 92 Fifth Avenue. A schedule of monthly activities will be supplied by writing or calling Apt. 7-E.

(Continued on page 3)

The Fens in Winter

From The London Observer, January 11, 1931

ONE place, at least, is still found in England where, when the country is graven with frost, skating becomes not a trick, an aimless whirligig, a sporting artifice, but a genuine mode of motion, like sledging or skiing in Norway or Switzerland. And upon this region it often happens that the "bearing frost" falls first. The level plain open to the east and north offers no opposition at all to the

Hammer of wind  
And graver of frost.

The lines of water are still and shallow; and the ice thickens in as regular layers as cream on the old flat and open milkpan; and, like the cream, it has, in fact, risen to the top because of its superior lightness. In regions where hills, trees and bushes, and irregular banks prevail, ice may be a compact of treacheries. You cannot tell where it is thick and even, where thin and fickle. On a river, however, near zero the thermometer, the central flow may induce a flaw. None of these dangers lurks on a good Fen dyke with its even banks, even depth, and the stillness of a pond.

\* \* \*

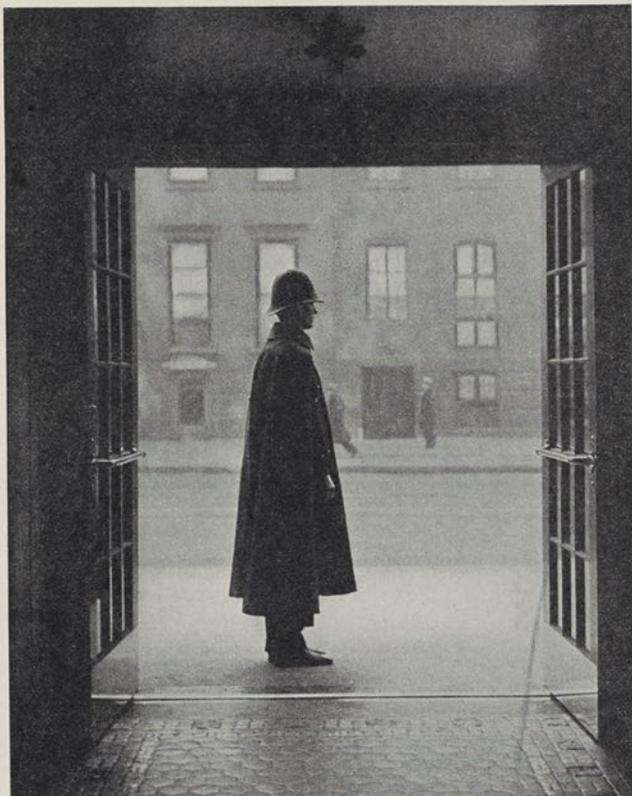
SHOULD an active person wish to taste authentic winter, he will find his best table in the Fens. Those wonderful plains, in many parts below sea level, conceal their proper glories from all who do not penetrate to their inner sanctuaries. The dykes themselves are almost as well concealed below their level banks as a tarn tucked snugly in the crevice of a mountain. The raised "doves" have shown the salience of a railway embankment these several hundred years, but they are the sole features open to general gaze, except the successive windmills from which alone here and there the dykes may be inferred. All the other qualities of this strange and strangely beautiful region reveal themselves only to intimates. One pleasant and convenient doorway into the biggest area of Fenland is to be found at the little station of Holme, south of Peterborough. A ditch runs up to the railway, an unremarkable ditch, offering no apparent open-sesame; but it is broad enough to hold water, to accommodate a skater or two abreast; and by the time they have turned the first corner they are initiates of a new land. Great water-roads hidden below the surface are drawn this way and that with the geometric efficiency of the streets and avenues of New York, and are as deeply enveloped in still silence as those in hurried clamour.

\* \* \*

YOU may skate if you please for twenty-thirty, forty miles without repetition; and if the frost is hard enough, pass from dyke to river and change from haunts of Hereward, the last of the English, to the old Nene, whose monasteries first taught the tongue we speak.

(Continued on page 7)

AT YOUR SERVICE



Tatler Tales

(Continued from page 2)

Chelsea History Is Told in Story

(Continued from page 1)

the city. But he rose to the heights of prominence when he became Bishop of the New York diocese of the Episcopal church.

After the fatal duel which Alexander Hamilton fought with Aaron Burr on the palisades of New Jersey at Weehawken, Dr. Moore was called to administer the last sacrament to the dying statesman. He was one of the two persons who was at Hamilton's bedside when death came.

The records are somewhat obscure concerning the Clarke family during the years which immediately followed the Revolution. It appears, however, that the two daughters of Mistress Molly, aside from Mrs. Moore, preceded their mother in death, and when the mother passed away, in 1802, she bequeathed all her land to her ecclesiastical son-in-law.

To the Moores had been born a son who was destined to carve his own niche in the hall of fame—indeed, his name has come ringing down through the years as the best-remembered of all members of the Moore family. This son was named Clement Clarke Moore.

He married a granddaughter of Stephen Van Cortlandt.

The couple lived at Chelsea House and when the Bishop's wife died, the Bishop continued to reside with them. Upon the Bishop's death, the original Clarke farm, which extended from about Ninth to Twenty-fourth Streets and from Eighth Avenue to the Hudson, whose banks then ran long what is now Tenth Avenue, was willed to Clement.

Next month will be told the story of how Chelsea grew and how it now entered upon a new era of development.

Wedding Bells

MISS ELIZABETH N. CLARK, Apt. 3-C, 415 West 23rd street, is Miss Clark no longer. She was married January 18th to Mr. Robert A. Lundell and they have moved up to Apt. 16-C, 415 West 23rd street.

Mrs. Lundell is a special writer for the New York Telegram, and Mr. Lundell is Assistant Manager of the Publicity Department of Rogersoll-Rand Co.

Manfred Barber, 12-B, 440 West 24th Street, sailed on the "Empress of Russia" on January 26th, from Vancouver, on a trip through Japan, China and the Philippines. He will be gone about four months. Mr. Barber is a vice-president of the Chase National Bank.

Miss Sue Weddell, 2-F, 450 West 24th Street, had as her guests on Christmas her parents, the Rev. Mr. and Mrs. J. W. Weddell of Bethlehem, Penna. The Rev. Mr. Weddell is pastor of the First Baptist Church there. Miss Sue is connected with the Woman's Board of Missions of the Reformed Church of America here.

One of the frequent visitors at the Terrace is Mrs. Grace Luther who calls upon Mrs. Helen G. Hamilton in 10-D, 455 West 23rd Street. Mrs. Luther is from Pottsville, Penna.

Mrs. Harry Allen Levine and daughter, Isabelle, Apt. 6-A, 445 West 23rd street, have gone to Florida to remain until April 15th.

The "oldest inhabitant" of London Terrace is Mrs. E. I. Carpenter, who lives in Apt. 3-B, 455 West 23rd Street with her daughter, Mrs. Harriet C. Cullaton. Mrs. Carpenter entertained thirty-five guests on January 28th in honor of her ninety-third birthday. Among the guests were her children, grandchildren and great-grandchildren. Mrs. Carpenter takes a very active interest in life and said she hopes to live to enjoy many more birthdays in "beautiful London Terrace."

One of the new additions to the many services offered London Terrace residents is the Womrath Circulating Library in the News Service shop in the lower corridor of the 450 Building. H. Martin, in charge, reports that already there is a large demand for books.

London Terrace residents can call up the Library on the house phone and in a few moments receive books from which they can make a selection, and no deposit is required!

To TATLER this sounds like real service!

TATLER.

Cellar Players Gain Attention

DID you know that there is a community theatre in the neighborhood—a community theatre which can be joined, either as actor or audience?

This unusual organization has its home at 436 West 27th Street in the cellar of the Hudson Guild. The acting company is known as The Cellar Players.

This highly interesting group is composed of working people of the neighborhood. During the day they perform the tasks that make this complicated existence of yours a little easier. The Cellar Players are persons who accomplish duties so necessary that you are apt to take them for granted.

When you lift the telephone receiver from the hook, it may be a Cellar Player who gives you your number. The bills which you received yesterday or the letter that came to your door may have been handled and delivered by a Beatrice or a Falstaff.

There are no "frills" about joining the Cellar Players. In fact, the people of the Hudson Guild can saunter in and try out for a part—in their spare moments, as it were. Ability is the chief requirement, of course, but earnestness and an inherent love for the theatre and willingness to attend

(Continued on page 7)

Tatler Started Something Pleasant by Tale-telling

In the first issue of TATLER on December 1, there appeared an anonymous remark from a gentleman in 455 that he "wouldn't mind meeting the girl across the court who has been making eyes (at me!) in the apartment with the blue curtains."

We followed this up very closely and it is now disclosed that on the day that issue of TATLER appeared, the girl in the apartment with the blue curtains appeared in her window at the same time the young man across the garden appeared in his window, each waving a copy of TATLER. This has been the beginning of a number of very pleasant bridge games.



# Terrace Work Showing Gain

WEEK by week London Terrace is taking on the aspects of the finished structure it is to be within a few short months. Work is progressing so rapidly on the uncompleted portions that the Avenue buildings will be entirely enclosed within another month, and apartments will be available for occupancy by June 1.

Inclement weather has held up some of the masonry work, according to construction engineers, but much progress is being made in various phases of the job.

The large Terrace swimming pool located in the Tenth Avenue end is gradually taking form. Plaster work on the walls of the pool is completed and tile work is to begin in another week.

Other signs that the buildings are nearing completion are evident on all sides. Heating has been installed and two concrete vaults have been finished for the use of the Chemical Bank & Trust Company branch that is to occupy the ground floor at the corner of Tenth Avenue and West 23rd Street.

## Bears Good News

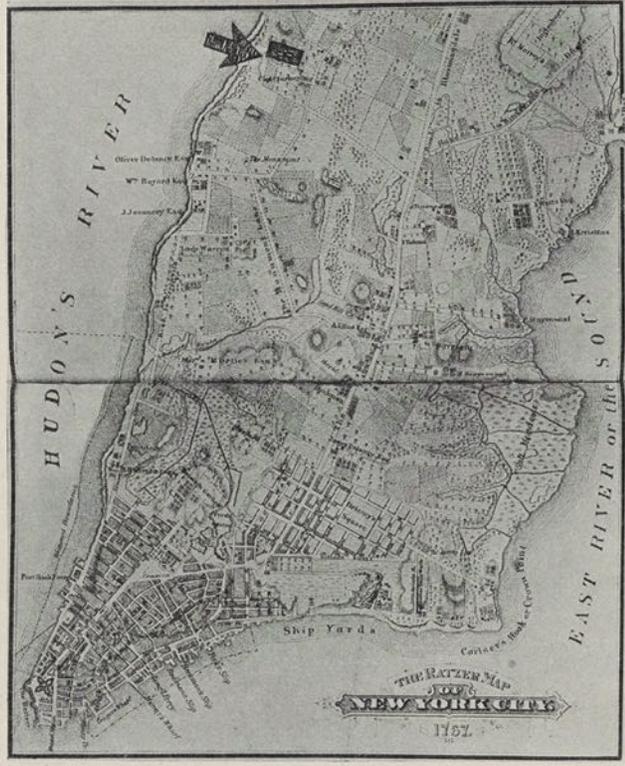
DR. B. M. SHALETTE of Apt. 1-B, 425 West 23rd Street, confided to us the other day that in the course of his daily practice among London Terraceites, he has had a real opportunity to "feel the pulse of public opinion" as to living conditions at London Terrace.

"We speak, of course, as one tenant to another," said Dr. Shalette, "and not once have I heard anything but expressions of unstinted praise for 'the spirit,' 'the excellent service,' 'the courtesy,' 'the efficiency,' etcetera. The usual woes of the tenant seem to have been thoughtfully anticipated and carefully eliminated. I must say that Terrace tenants are certainly Terrace boosters."

## Join Terrace Staff

Charles W. Sprague and R. L. Silleck have been added to the Terrace renting staff, according to Charles Weingart, rental manager.

# NEW YORK OF 1767



The Clarke homestead lay far to the north of the City, even beyond the limits of Greenwich. The arrow points out the Clarke farm, destined to be a center of New York's social life in the next century and now the site of London Terrace.

The map is reproduced from a copy of the original owned by I. N. Phelps Stokes, pictured in his "The Iconography of Manhattan Island."

# Radio Men Deserve Medals

ALTHOUGH INJURED THEY CARRY ON

WHEN the Carnegie medals for heroism are bestowed—two radio engineers who participated in the London Terrace Christmas celebration should be considered for decoration. They are Eddie Content, who had charge of the public address system at the broadcast, and Mackenzie Reid, in charge of the remote control equipment that put the program on the air over Station WOR.

While on their way to London Terrace to put on the broadcast, the taxicab in which they were riding was rammed by a large passenger bus. Both men were painfully injured. Instead of taking

time to look for a doctor or going to a hospital for treatment of their hurts, they transferred their apparatus to another cab and reached the Terrace in time to put the program on the ether.

Not until after the broadcast was over was it learned that the two men were hurt. They were then induced to have their injuries treated. Both disclaimed any particular credit for their attention to duty. Nevertheless, TATLER takes this opportunity of giving credit to Mr. Content and Mr. Reid for their really heroic part in making the broadcast such a distinct success.

# Re-zoning Plan Is Given Start

(Continued from page 1)  
secure the safeguards of residential zoning.

"As a result of the study of the entire district made by our association, although not yet completed, it is considered expedient to make a start at this time, and we are therefore concentrating our first effort on 21st and 22nd Streets, in view of the extensive apartment development begun by the Henry Mandel Companies on Seventh Avenue between 14th and 23rd Streets.

"In the opinion of real estate experts a change in the zoning of 21st and 22nd Streets will direct the attention of builders to this area who now would not venture an improvement there while unrestricted use is permitted. Our east side committee is studying changes in streets in that area as a protection to the new apartment development on Second Avenue and other sections, and we hope to take definite action in line with their recommendations in the near future."

**CHELSEA DELICATESSEN**  
Store of Quality  
TASTY SANDWICHES  
206 NINTH AVENUE  
Near 23rd St. Phone CHE-3-5041

Opposite London Terrace  
222 Ninth Avenue  
**J. WESTERFIELD**  
—THE—  
**American Market**  
Choice Meats, Poultry, Fish, Oysters and Clams

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## Resident Aids Prison Reform

ONE of the pioneers in the new state program for prison reform is Commissioner John S. Kennedy, Apt. 3-F, 425 West 23rd Street. Mr. Kennedy is a member of the State Commission of Correction, and in collaboration with Commissioner Sam A. Lewisohn has just rendered a report recommending completion of the improvement program laid out for Sing Sing, including appropriations for more shop buildings, establishment of an additional institution for mental defectives and provision for a separate institution for minors and young offenders.

When this report is adopted and its recommendations carried out, New York State will be in the forefront among states in the care of prisoners. According to Mr. Kennedy the average population of the four state prisons has increased since 1926, while the average of new commitments has increased.

## Edna White Quartette Begins Radio Broadcast

TATLER is pleased to learn that Edna White Quartette that furnished such splendid music for the Christmas program is now broadcasting over Station WOR.

The quartette is heard in a fifteen-minute period from 12:15 to 12:30 P.M. daily. Miss White, the founder of the group, has written a large number of arrangements for brass instruments.

## Famous Clipper Model Built by G. S. Tipson

Gerald S. Tipson, Apt. 6-F, 430 West 24th street, has in his apartment an exact replica of the "Flying Cloud" which he himself built. It took three years to complete this beautiful ship model, made exactly to scale.

The "Flying Cloud" was a very famous ship, one of the first made of the Yankee clipper type, and it sailed in 1851 from New York to San Francisco, around the Horn, in 89 days and 18 hours, covering 23,774 miles in one day.

"Gerry," as he wishes to be known, says that any of the residents of London Terrace and their friends who are interested in seeing the ship are welcome to call at any time.

## Need A Camel Or Dinosaur? SLEUTHS UNEARTH JUNGLE IN CHELSEA

IF you've been looking for a camel, an elephant or a friendly dinosaur for your home, TATLER has discovered where you can get one!

It all came about this way. When the management of London Terrace heard that Mr. and Mrs. George H. Messmore, Apt. 2-B, 420 West 24th Street, were entertaining friends at a party January 24 at which a camel, an elephant and enough animals to equip a zoo were present, a full and sweeping investigation was gotten under way. The trail of the London Terrace sleuths ended at 404 West 27th Street. Then it was discovered that the Messmores are sculpto-mechanologists!

In other words the Messmores build mechanical animals. In their showrooms they have at present a dinosaur which took fourteen months to construct. It has ten motors and it is nearly three times the height of a man. This dainty little fellow's full name is Amphibious Dinosaurus Brontosaurus, and he works electrically, breathes, leers at you, and can even nonchalantly hold a cigarette in his mouth.

The Messmores also have a mammoth which took a year to build, cost \$37,000, and sways back and forth in impressive fashion and flops his ears. He's made of the skins of over 400 Mongolian goats. The dinosaur and the mammoth are the two outstanding exhibits in the showroom that is fitted up to resemble

a jungle. There are elephants, monkeys, buffalo, a rhinoceros and a really alarming tiger that lashes its tail and emits a blood-curdling roar.

The animals are rented to department stores at Christmas time, are in demand for advertising purposes and some were used in the moving picture "The Lost World." If you've seen Earl Carroll's "Vanities" you'll remember the interfering cow in the milkmaid skit—Mr. Messmore made it. The animals are shipped to distant cities in a special truck designed by Mr. Messmore for the purpose.

In the museum and workshop there is also an interesting pageant reciting the history of transportation. Miniature lifelike figures depict the story of transportation progress from the pony drag to the airplane. The exhibit was used last fall for several weeks in Gimbel Brothers store in Philadelphia.

The London Terrace hawkshaws discovered that the camel in the exhibit came all the way from Chicago for the party—a journey of four days without water—and the elephant arrived from Providence, R. I., just in time for the festivities and brought his trunk with him.

The Messmores extend through TATLER a cordial invitation to all London Terrace residents to visit their workshop. We can say without hesitation that it's decidedly worth while.—R. E. T.

## Calls Jazz An Incentive PIANIST FINDS IT SPURS MANY TO EFFORT

RUTH McCANN, a well known concert pianist and teacher in 4-C, 435 West 23rd Street, says London Terrace is most satisfactory to her in her work.

Miss McCann is a graduate of the Juilliard School of Music. She studied with those musical giants, Josef Lhevinne and Alexander Siloti, in addition to a period of study abroad. She will soon give her annual concert in the city.

When our reporter asked Miss

McCann what she thought of jazz, she exclaimed, "I love good jazz, in fact I teach some of my adult pupils nothing but jazz since that is what they want. Some of them play extraordinarily well, whereas they would have given up playing if I had insisted on scales and Bach. Remember, too, jazz is the modern idiom. Look at the jazz symphonies and operas! Ah me, it wasn't like that in my day." Miss McCann sighed. (She must be all of twenty-five.)

## New Arrivals

AMONG the new residents of London Terrace are the following.

Mrs. Mary E. Parsons, Apt. 3-E, 425 West 23rd street.

Mr. and Mrs. Stewart Malcolmson, Apt. 10-F, 420 West 24th street.

Mrs. Sally Wormser, Apt. 9-C, 430 West 24th street.

Miss Stella Trodler and Miss Muriel Humphreys, Apt. 6-C, 430 West 24th street.

Mrs. Estelle De Young, Apt. 9-D, 430 West 24th street.

Mr. and Mrs. John C. La Rue, Apt. 40-D, 435 West 23rd street.

Mr. Grant Y. Flynn, Apt. 8-E, 455 West 23rd street.

Dr. Frederick Devendorf, Apt. 17-C, 420 West 24th street.

Mr. and Mrs. John H. McKinnon, Apt. 17-E, 455 West 23rd street.

TATLER says Cheerio to one and all!

## London Terrace Uses and Approves AIRWAY SANITARY SYSTEM

Have this modern time-saver cleaning device in your own apartment at your convenience

**J. H. WOODWARD**  
Airway Dealer VAN-3-2850

Conveniently Located  
Right in Your  
Own Building

Pick Up  
Your  
House Phone

Ask for

**London Terrace  
Laundry**

435 West 23rd Street

A. L. KRAMER, Manager



**Like to Shop?**  
HERE'S WHERE TO GO

**Our Own Social Whirl**

**GENTLEMEN**—as we promised, you are invited to stroll with us!

Were you ever all ready to go places—and suddenly remembered that you needed a shoe shine? Now, you can go right down to the London Terrace Valets.

I have been looking at men's rings in Nockins, at 228 Eighth Avenue. I was amazed at the large and exceptional collection of really masculine rings—one very heavy one with a huge Sardonyx set in antique gold, I simply must rave about.

I found the most unusual fish bowl I have ever seen at Verner & Kartiager, 23rd Street near Fifth Avenue. A glass sword fish about 22 inches long, resting on a sea green base is most distinctive and the workmanship excellent. Too bad Mr. Muhlenbergh's goldfish don't know about it—for it would make such an attractive playground, until they move back to their summer home in the London Terrace fountain.

Oh, oh,—have you had southern fried chicken at the Fireside Inn, 411 West 24th Street? The Inn is convenient, inexpensive and you'll find a pleasant atmosphere, a gracious hostess, polite service and as I said before, *real* southern fried chicken what am!

So many tenants have asked me—is there a beauty shop? It was a bit discouraging until I found "Lillie's Studio," 129 West 21st Street. I can't promise you the luxurious atmosphere of Saks-Fifth Ave., or the smart elaborate appointments of Helena Rubinstein, but "Lillie," who will take care of you, was with Saks two years and managed the hairdressing department for Helena Rubinstein. Her shop is spotlessly clean and her work excellent.

And before I forget—the Chelsea Delicatessen at 206—9th Avenue will deliver sandwiches and ginger ale, even at midnight.

—IRENE TAYLOR SCHULTZ  
Apt. 6-C, 420 West 24th Street

**TWO VERY FINE RUGS**  
Like New  
AT A BARGAIN  
Phone CH-4679

**T**HE Kenneth Collins family of the 455 West 23rd Street Pent House (Kenneth Collins, Jr., nurse and all) have recently returned from Tacoma, Wash., after a month's stay with relatives.

Miss G. E. Hall, Apt. 9-E, 440 West 24th Street, entertained the Quota Club of New York on Monday, January 12th. Miss Hall is Manager of the Cafe Savarin at 120 Broadway.

Mr. and Mrs. William H. Berri, Penthouse, 460 West 24th street, have left on a West Indies cruise, stopping off for an extended stay at Havana. They will return to London Terrace about March 1st.

Mr. and Mrs. Craddock P. Jensen of 5-D, 450 West 24th Street, who help to make up a large colony of newly married residents of the Terrace, entertained ten guests on New Year's Eve.

Miss Louise Lancaster, Apt. 9-B, 420 West 24th Street, is sailing for Havana on February 7th, and will be gone until the latter part of April.

Mrs. F. Burdett Lent of 10-F, 440 West 24th Street entertained fifteen guests at an informal tea

on December 24th from four to six. Mrs. Claude Williams of Jackson Heights, L. I., and Miss Helen McCarthy of New York City poured. Mr. and Mrs. Lent spent Christmas with Mr. Lent's parents in Ithaca, New York.

Miss Helen Miller, Apt. 2-F, 440 West 24th Street, entertained friends on December 26th at a green kitchen shower for Miss Gretchen Haigh. Miss Miller is a junior at Skidmore College, Saratoga Springs, New York, and is majoring in Art.

The Ransoms of 15-B, 455 West 23rd Street are spending the winter at Coral Gables, Florida.

We are informed that the Van Buskirks of 10-C, 455 West 23rd Street are spending an enjoyable winter in Havana, Cuba.

Dorothy Hill Taylor, who happens to be Mrs. Clarence Taylor of Apt. 1-A, 450 West 24th Street, had as her guest for the holidays her sister Miss Marjorie Hill of Chicago and Downers Grove, Ill.

Mrs. Amelia R. Maxwell, Apt. 3-A, 415 West 23rd Street, had as guests for dinner on Saturday evening, January 10th, Mr. and Mrs. George Crouch, Mr. and Mrs. William Snyder, and Mr. and Mrs. Charles Murphy, all from the Westchester Country Club.

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The Fens in Winter

(Continued from page 2)

In autumn you are amazed to see snipe rising in quantity before you from potato fields; and in winter, as you swing along the ringing ice of these secret corridors, open only to the upper air, you may happen upon most of the Crowland birds, even, should so fortunate an accident happen, the bittern. They flight this way and that, some in both diurnal and seasonal migrations; duck of many sorts, green and golden plover, snipe, heron, and northern finches. Beneath the frozen surface still swim fair quantity of the fish that gave Friday food to the Crowland monks. Where an odd tree survives, its roots stand, like manes on a fallen tide, clean above the sunk ground, progressively robbed of its swelling moisture. You may come to riversides and little meres where the reeds rustle their sibilant music and disclose the woven and suspended nests of the reed-warblers, who love the Huntingdonshire Ouse above all other rivers. I have a print of a water-colour picture, painted by an old historian of the Fens on which you can see where the frost is made ice of his watery paint even before it could be duly read.

\* \* \*

Whatever you do, wait for the sunset; and, whatever you have seen, it is odds that the sunset will be best remembered. Over the scene lies what Browning tried to describe as the atmosphere of the Campagna:—

An everlasting wash of air, Rome's ghost since her decease.

These coloured mists are the hosts of Crowland and Ely. They hold and spread and break up the low rays of the sun, as if they were some impalpable prism. Every sunset is a glory. The sun does not set in one isolated, insulated golden ball, but in a universal haze of its own splendour, spreading East and North and South. The reeds, the feathers of duck fighting overhead are reddened with it; and I have seen the powdered willows beyond Littleport appearing mere look like a line of torches.

—I. B.

Say It  
with BLAEDEL'S flowers  
Opposite the Terrace  
on 23rd Street

Cellar Players Winning Attention with Skill

(Continued from page 3)

rehearsals regularly go a long way with the directors.

Eleven years ago these players started as a settlement dramatic club. They won the Inter-Settlement Play Contest three years in succession. Thus they graduated from the amateur class. They took to their cellar at the Hudson Guild some time later and made it into a complete little theatre. Then they won a prize in The Little Theatre Tournament.

Beginning Wednesday, February 11, on every Wednesday, Friday and Sunday, the group will present a revival of American plays of genuine literary merit and popular appeal. The first production will be "Broken Dishes," a play by Martin Flavin, a comedy of a worm that turned. The curtain is at nine. It all sounds so intriguing that I have an idea that I'll have a theatre party there!

—I. T. S.

More Than an Acre

Residents may be interested to learn that enough land to cover a small farm was transported from Long Island to make the present Garden.

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Those Who Serve

BENEDICT GILBERT, the hallman at 435 West 23rd Street, has decided that there are ways and ways of addressing people coming to the Administration or the Renting Office. He always used to say very politely, "Can I help you out, Sir?" until an irascible gentleman informed him that he didn't want to be helped out, he wanted to be helped in.

We're very proud of some of our home talent on the staff. We understand that Charles Weingart, Renting Manager, is in Joe Cook's class as far as playing the ukelele is concerned. But if you should be walking around by the Uniformed Service Desk in the basement at 435 West 23rd Street you may hear a whole concert of arias from the Italian, French and German operas. This is Morton P. Engel, baritone, who's working as stenographer at the Desk in order to continue with his musical studies. We're going to be very proud of him some day when we read of his triumphs and ovations at the Metropolitan Opera House.

Effective with the month of February 1931, a new system of merit awards will be inaugurated. This award will be given at the end of the month to the house having the best record for that month, instead of to the individual elevator operator or doorman.

Demerits that will count against a house will be as follows:

- 1. Lateness and irregularity of attendance.
2. Lack of neatness in personal appearance.
3. Condition of dirty or damaged uniforms and equipment.
4. Condition of broken or damaged furniture in the halls.
5. Ill kept halls, staircases, windows or vacant apartments that are left open.

- 6. Smoking while on duty.
7. Using vacant apartments.
8. Carelessness in reporting any matter that needs attention of Manager's Office.
9. Discourtesy to tenants.
10. Any complaint lodged against an employee by a tenant.

The porter and the cleaning woman assigned to each house receive a portion of this award as well as the two elevator men and the doorman.

POSTPONE TOURNNEY

The Terrace chess tournament has been postponed for one month. It will begin March 9th. The entry list will be open until February 25th.

CELLAR PLAYERS present "BROKEN DISHES" 436 West 23rd St. Feb. 11, 13, 15, 18, 22 8:45 P.M. 50c, 75c, \$1.00, \$1.50 Phone CHi 4-8754 for reservations

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SAYS COOLING COST BARS REFRIGERATION

KEEPING large-scale apartment buildings cool by refrigeration in summer weather may be practicable in years to come, but necessary equipment is still too costly for apartment installation, says Henry Mandel, the builder of London Terrace.

"Theater refrigeration is practical because it brings people to the theater in summer months. The apartment operator can not follow the same course. Many residents—at least those who could afford to live in buildings so equipped—leave the city in the warm months to avoid the heat.

"When refrigerating costs are brought as low as heating expenses it will be feasible to cool apartments as well as to heat them."

London Terrace News Service

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