

JUL 1 1931

Our Best Wishes To You All

# London Terrace

For A Happy New Year

Vol. I, No. 2

New York City, N. Y.

January, 1931

## Former Gov. Smith Visits The Terrace

MANY distinguished persons have visited London Terrace during the brief period of its existence, but the climax, to date, came on December 8, when the Hon. Alfred E. Smith, many times governor of New York and Democratic candidate for the presidency of the United States in 1928, came to see the Terrace as the personal guest of Henry Mandel.

Thus, the two master builders of the city—if not the world—were here together, Gov. Smith, in his present new distinction as chief of the Empire State building, the largest and tallest office structure on earth and Mr. Mandel as the builder of London Terrace, the largest apartment development in the world.

Mr. Mandel personally conducted his distinguished guest on an inspection tour of the Terrace.

Gov. Smith voiced his unstinting and sincere commendation of London Terrace, describing it as a great achievement and a landmark of far-reaching significance in the residential development of New York City.

### Here's Duet That's Good For Both Man and Beast

It's whispered that two of the most ardent songsters in London Terrace reside in 455 West 23rd street and that each day, at the same hour they warble a soulful duet, their respective apartments being one just below the other.

The singer above is a man who vocalizes up and down the scales with considerable gusto. Scarcely does he begin before the other voice soars up from the apartment below, in mournful, wailing accompaniment. No, you're wrong—the lower half of the duet is a dog.

## AMERICA'S CHRISTMAS SHRINE



Just after the memorial tablet to Dr. Clement C. Moore was unveiled in the Gardens of London Terrace on Christmas Eve, 1930. Dr. Milo H. Gates, Dean of the Cathedral of St. John the Divine, who delivered the dedicatory address, is standing at the left of the tablet. Mr. M. Murray Weisman, chairman of program, at right.

## Christmas Eve Festival Brings Joy To Thousands

CHRISTMAS EVE of 1930 will go down as one of the red letter days in the history of London Terrace. On that joyous occasion, while 3,000 gathered in the Gardens or looked down from the windows above and other countless thousands listened in on the radio, waves of carolling melody ushered in our first Annual Christmas Tree Party.

In that event, America was given a new shrine—its greatest Christmas shrine—commemorating the fact that, on this historic ground, was created one of the greatest contributions to the world's Yuletide cheer, the jovially rollicking conception of Santa Claus which has prevailed ever since Dr. Clement Clarke Moore gave it to his children in the poem he wrote here on December 24, 1822, "Twas the Night Before Christmas." And coincident with the erection of this shrine was established a new annual event, whereby, on every Christmas Eve

henceforth through years unnumbered, the old English festival of carols will live again and new tribute will be paid here to the memory of Dr. Moore.

### Dedication Climax

The climax came in the dedication of the memorial tablet near the center of the garden by Dr. Milo H. Gates, dean of the Cathedral of St. John the Divine, who, as guest of honor and the greatest living authority on the life of Dr.

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## Chelsea

Note—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.

### II.

#### TORY AND REBEL

WHEN Captain Thomas Clarke, the founder of Chelsea, died, just as the American revolution was beginning, proof of his wisdom in leaving all his property to his wife, Mary, or, as she was more popularly known, Mistress Molly, was soon evident.

With the first Chelsea house recently destroyed by fire, she immediately set about building another and personally superintended the construction of a mansion on another piece of land where today stand Nos. 420 and 422 West Twenty-third Street. Mistress Molly retained the name Chelsea for the new home and, thoroughly loyal to the King at heart, she continued all the old English customs which her late husband had established.

Mistress Molly burned with righteous fury over the unforgivable conduct of the American colonists who dared to rise up against their king.

In the first years of the war, (Continued on page 3)

### Work for "F-d-r-l-l-ws" Just Keeps Goin' Along

"New Yorker," please note! Not only does the Henry Mandel organization help observance of the "F-d-r-l-l-ws" at London Terrace by warning residents there against machinations and quality of goods of a certain purveyor of anti-Volstead libations, but it has continued its work on behalf of the "F-d-r-l-l-ws" by eliminating we don't know how many speakeasies in razing the old buildings on 56th and 57th streets, west of Eighth avenue to make room for the great new apartment project there.



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OUR NEW TRADITION

TRADITION is one of the richest heritages of London Terrace. There is tradition and romance in every foot of the ground on which it stands, tradition that harks back to the earliest days of New York history, back to the days when the city at the southern point of Manhattan island was still called New Amsterdam, tradition that has mounted and grown as the years added to the fullness of old Chelsea's record.

But new tradition was made here on Christmas Eve of 1930. For, on that date, as Dean Gates of the Cathedral of St. John the Divine, so beautifully put it, a new shrine was erected here and here was begun a new custom, the inauguration of an annual festival of Yuletide joy which should commemorate the gift of children's smiles and laughter which Dr. Clement C. Moore gave to the world in his rollicking poem which created the modern standard of Santa Claus.

The memorial tablet, enduring as it seems, some day will crumble under the onslaught of time, but the shrine of which it is the physical symbol will live forever. And the custom of annual tribute will go on and on through countless decades to come, growing in importance and significance with each passing Christmas Eve.

THE NEW YEAR

AS we automatically pass into 1931, there commences for all of us another year. For many it will be a New Year, but for some, the New Year will be in reality an old one, like the mechanical repetition of a phonograph record with the same old raspings and scrapings attached to the tune. The year just ended has not been an easy one and few have not felt the effect of stressed times, but signs are becoming evident that conditions are improving and that we are emerging from the industrial recession and business readjustment of the past eighteen months.

This month is one of beginning—a New Year, and new hopes—and generally beginnings are less trouble-laden. It is the time when optimism is more easily fostered, and somehow the mind turns more cheerfully to the tasks at hand. The very spirit of the New Year is optimism—new plans being made, ambitions extended and success to be captured anew.

Let us then resolve to make this year a really New and Happy one.

JOHN J. SCOFIELD

Tatler Tales

There are so many interesting folks in London Terrace to whom we want to introduce you through this column that we scarcely know where to begin. Take Apartment 7-B, 460 West 24th street, for instance. That apartment just teems with celebrated talent. The charming mistress is Mrs. Mildred Forbes Gardelle, who's known far and wide as a concert and radio mezzo-soprano, under her maiden name of Mildred Washington Forbes. She is the direct descendant of George Washington's aunt and of John Murray (Lord Dunmore), governor of Virginia, 1771-1775.

The other half of the family, Carlton Gardelle, is a sculptor and decorator. He was an art director and decorator in Hollywood for 15 years and for nine years previous to that was ethnic sculptor at the Field Museum of Natural History in Chicago. He is now manufacturing "Gardelite," a plastic paint. Mr. Gardelle was educated at the Art Institute, Chicago, and the Academie Calorossi et Julien, Paris.

\* \* \*

Mrs. Fritz von Hausberger, Apt. 12-C, 450 West 24th street, has, we think, a most interesting vocation. She is a library consultant, specializing in children's and mothers' libraries. Her service is this—she analyzes your library and recommends just what books should be added or discarded to make it a well-balanced mental diet, taking into consideration each individual child's personal requirements. Mrs. von Hausberger was formerly instructor in modern languages and literature at Vassar, at the Friends' School in Media, Pa., and at Middlebury College, Vermont. Her husband, Capt. von Hausberger, has been associated for many years with various international travel bureaus and is an expert advisor on itineraries and cruises anywhere in the world. He and Mrs. von Hausberger have crossed the Atlantic both ways 28 times. They have two children who are abroad at present.

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We really didn't do justice to the Jimmie Bronson's, Apt. 5-F, 450 West 24th street, in the last issue of TATLER. Ever hear of Jimmie? Think back to the days when Gene Tunney was getting into trim for his big fight with Jack Dempsey and how often you read the name of Trainer Jimmie Bronson. It's the same Jimmie. At present, he's the American representative of the National Sporting Club and manages Rene DeVoe, Brazil's middle-weight champion and present contender for Mickey Walker's crown.

\* \* \*

Mrs. Isabel Kendrick Eddy, Apt. 15-D, 445 West 23rd street, forsook her native Philadelphia to do interior decorating in New York City. Her son, Nelson Eddy, is already well known to the concert and radio world as a baritone soloist, since he appears with such distinguished company as the New York

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Organize "Tatler" Editorial Staff

WITH this issue, TATLER blossoms out with its own editorial staff. And lest there be any misunderstanding, or the conception go forth that any member thereof is lacking modesty, we wish to make it clear at once that this story was written in the home office and inserted in this issue without the knowledge of the new staff.

Miss Resli Tuckerman, the charming, alert and highly efficient secretary of Mr. Scofield, resident manager of London Terrace, has been appointed managing editor and we think the evidences of her work already show plentifully in these pages.

Mrs. Irene Taylor Schultz, of Apartment 6-C, 420 West 24th street, an experienced writer of delightful personality, and an ardent London Terraceite who has already shown her keen interest in TATLER, is now our society editor.

Aaron Mizel, the congenial and personable secretary of Charles Weingart, our rental manager, is sporting editor and general reporter.

All of our hallmen and patrolmen are hereby appointed ex-officio reporters.

We want to make our record of social events as complete as possible. Therefore, all residents at London Terrace are requested to notify Mrs. Schultz when they conduct social affairs of any kind or when they have out-of-town guests. Either telephone her the details or drop her a line at Apt. 6-C, 420 West 24th street. If Mrs. Schultz should chance to be out when you call, notify Miss Tuckerman and she will relay the information to Mrs. Schultz.

Certainly there must be a number of sports enthusiasts in London Terrace. When you engage in a golf foursome that you wouldn't mind telling us about, or if you play polo, or handball or squash, or tennis, or basketball, or any other sport and you engage in competitive events, don't be bashful. Notify Mr. Mizel. Let us all share with you the news of these events.

In so far as possible, all general news should be turned directly to Miss Tuckerman. Or, if that isn't convenient, tell the hallman or patrolman on your way out or in and he'll get the news to Miss Tuckerman.

Please remember that this is your newspaper. All of us want to know all the things that happen in London Terrace or to residents here. You will not only help to make TATLER a breezy, newsy paper, but you will make us all happier and bring us all closer together in this delightful community of ours if you'll just take the few minutes necessary to tell someone on the staff of the interesting things that are happening about you that have a direct connection with London Terrace.

As we said before, don't be bashful. We're depending on you.

## Early Days Of Chelsea

(Continued from page 1)

she had plenty of cause for gratification, for the king's redcoats abounded on Manhattan Island and they were everywhere victorious. Then the tide changed and suddenly the redcoats were driven farther and farther to the borders of the city of New York itself. And now there appeared on her horizon some shabbily clad, poorly equipped soldiers in blue and buff.

Mistress Molly was aghast and resolved to remain within the confines of her home until the natty red clad troops from New York drove them away again. Instead, there came the bitterest pill of all. For Continental troops came and occupied both her house and her farm. Protest was futile, so she submitted, sensibly, but with all the haughty contempt at her command and always she snubbed them in her most aristocratic manner. Their continued occupancy of her property brought no resignation on her part however, and, eventually she complained directly to General George Washington himself, insisting that they be removed.

General Washington refused, as diplomatically and courteously as possible, but she was only slightly mollified and rejoiced when British men-of-war appeared on the Hudson. When they opened fire, she was less content however, the bitter climax coming when a British shot dropped through the roof of Chelsea House. It created havoc with the building though no one was injured, but it inflamed Mistress Molly to new fury against the Continentals.

She rejoiced anew when the Continentals were forced to withdraw to the north a few days later, but her peace was soon disturbed again, when a detachment of Hessian troops, unable even to speak English, was quartered on Chelsea farm by British command.

But all things come to an end, even a revolution. With what grace she could, she accepted the King's defeat, and determined to live on in the new Republic, finding the new regime, after all, not half so bad as she had expected.

Next month will be told the story of Chelsea in the early years of the new Republic of the United States and how it prospered.

## TWO MASTER BUILDERS



Former Governor Alfred E. Smith (right), chief of the tallest office building in the world—the Empire State—looks up from the Gardens at the towering heights of London Terrace the greatest apartment colony in the world with Henry Mandel, builder of the latter.

## Tatler Tales

(Continued from page 2)

Philharmonic Orchestra and the Philadelphia Civic Opera. Mr. Eddy made his New York debut last July, when he sang at the Lewisohn Stadium on four occasions. He took part in a nationwide broadcast recently, on the same program with Josef Hofman, the pianist.

Thomas B. Garrett, Apt. 4-C, 435 West 24th street, writes commending the TATLER idea and gives his own version of just why it's a fine thing to have a medium whereby folks living under the same general roof may learn something about each other.

"I once lived in an apartment building with a man on the next floor whom I went to Chicago to see—just didn't know he lived there," said Mr. Garrett.

William T. Mullally, Apt. 17-B, 435 West 23rd street, is a member of the Rudolph Guenther-Russell Law Co., financial advertisers, and delivered an address before the Advertising Club last month. Mrs. Mullally is also deeply interested in advertising. She is a member of the New York League of Advertising Women and will direct their scholarship work this year by conducting a class in advertising for women from Jan-

uary to June, the classes to be held weekly.

Mrs. Caroline Wennis and her daughter Carol, of 4-B, 460 West 24th street, come to London Terrace from South Orange, N. J. Miss Wennis is a horseback riding devotee.

That suggests the possibility of organizing a riding club at the Terrace. TATLER will be very pleased to receive communications looking toward such a club from any Terrace residents who are interested. Just write your suggestions to TATLER, care of our managing editor, Miss Resli Tuckerman, in Mr. Scofield's office.

Cadets Gordon R. and Kenneth G. Donnally, sons of Mr. and Mrs. C. E. Donnally, Apt. 9-F, 415 West 23rd street, are home for the holidays from De Veaux Military Academy, Niagara Falls, N. Y.

Another arrival for the Christmas holidays is Alan Van den Berg, son of Mr. and Mrs. Frank Van den Berg, 7-B, 445 West 23rd street. Alan is a student at University Virginia, Charlottesville, W. Va.

—TATLER

## Praise Given For Festival

If any proof were needed that the Christmas Eve party was a huge success, it has come in the host of commendatory letters which have been received from those who attended.

"I have spent seven Christmases in New York, but never as delightful a one as this in London Terrace," says one letter. "The party in the garden was beautiful and splendidly planned."

"I cannot refrain from expressing my thanks and appreciation of the delightful evening spent at your Christmas party at London Terrace," writes another. "It was certainly very impressive and picturesque. My party, consisting of four adults and three children, enjoyed every moment."

"Our guests and we thoroughly enjoyed the exercises in the Garden Christmas Eve," says still another.

"The services in the Garden in memory of Old Chelsea and Dr. Moore were beautiful," writes another. "Good Health and a Happy and Prosperous New Year. God bless you all."

There have been many letters, too, from those who could not attend in person, but who listened in on the radio and who wrote that the Party added to their Christmas joy, to say nothing of the many new visitors at the Terrace, who have said, "We heard your program over the radio and simply had to come and see London Terrace."

### Buddy Begs Your Pardon And Tells Why He Barks

Buddy, the little dog who lives in apartment 3-B, 455 West 23rd street, has written TATLER a personal letter, apologizing to all his neighbors, if his barking disturbs them.

He says his bark is his meal ticket, because his mistress, Mrs. Harriet C. Cullaton and her 92-year old mother, who lives with her, are hard of hearing and that he must bark whenever the doorbell rings to let them know that someone is at the door, as otherwise, the ring would go unanswered.

Such being the case, we believe Buddy will win ready forgiveness from everyone.



## Towers Rise On Avenues

LONDON TERRACE is beginning to look like the towering self it will be when the last workman has given it the final touch of completion. Work on the east and west avenue buildings has been progressing with the greatest rapidity in recent weeks, with the generally mild weather aiding materially.

While it's a bit chilly around there now to think of bathing suits, still, if you want a glimpse of joys to come, you can get an excellent idea of what that big swimming pool is going to be like in the west end of the Terrace. And over in the east building, faint traces are already visible of the future whereabouts of the London Terrace restaurant.

Each day is bringing us closer to the May time when London Terrace will be finished. And what a house-warming there'll be then!

## Our Hats Are Off

On behalf of the residents of London Terrace, TATLER wishes to take this opportunity of expressing appreciation for the efforts of all those who worked so unstintingly for the success of the First Annual Christmas Tree Party, and especially—

To Mr. M. Murray Weisman, for his general management of the celebration and for his own splendid participation in and conduct of the program, as chairman.

To Mr. E. C. Muhlenberg, our superintendent of maintenance, who labored night and day to produce the beautiful background for the party which the Gardens presented. In fact, there isn't space to tell of the tireless effort he exerted and the unlimited things he did to make the party a success.

To Mr. Edward T. Ingle of the home office publicity department for arranging so excellent a program and so capably managing the broadcast, to say nothing of his own work before the microphone.

There were many others who helped greatly, but it seems to TATLER that special credit should go to these three.

## Of Course, There's A Santa Claus!

*Address Delivered By Dean Milo H. Gates at  
First Annual Christmas Eve Celebration  
In London Terrace Gardens*

IT gives me great pleasure to have a share in this service.

There is an old saying that Corporations have no soul. I am quite sure that the Corporation which has constructed these great buildings, and made these patio gardens, does not come under this heading. Furthermore, it strikes me that this Corporation not only has a soul, but also an imagination.

First, as sort of introduction, I am going to answer the question which so many of the children ask: "Is there any Santa Claus?" "Is there any Saint Nicholas?" Of course, there is a Saint Nicholas! He was a wonderful person. He lived in the 4th Century. He was an Archbishop of Myra, in Asia Minor. The books say, that from the innocence of his own life, and the devotion with which he, as a Bishop, watched over the young, he came to be regarded as the patron saint of children. That is where we get the familiar Santa Claus, which is an affectionate nickname for him, and of course, if he watched over children and loved them, he is not only the patron saint of children, but he is the patron saint of everybody who loves children and tries to make them happy. In other words, he is the patron saint of everybody at Christmas time.

I think this lovely garden ought to have a shrine with the figure of dear old Saint Nicholas of Myra, Patron Saint of Children, in it.

### Service by Lantern Light

Many years ago, when I was Vicar of the lovely Chapel of the Intercession, situated in Trinity Cemetery on Washington Heights, I found that the grave of Clement Clarke Moore was in that cemetery, and so, one Christmas Eve, I got all the children together and had a little service. After the service, in which one of the children recited "Twas the Night Before Christmas," we all went, with lanterns and torches, and laid a wreath on the grave of the poet, who, undoubtedly, has written one of the greatest of all children's poems.

At this very hour, the children are having their service of lights and their procession, and this year, as they have done for so many years, they will be marching to decorate the grave of their poet. I send them my greeting over the air.

Clement Clarke Moore not only wrote the greatest Christmas poem, but he really should be credited with a good deal of the present Christmas tradition. In the year 1822, when he wrote the poem for his children, there wasn't so much Christmas in this country as there is today. If you lived in New England, there wouldn't be any Christmas, and the same thing would be true of a great many other parts of the country. Today, Christmas is everywhere. Furthermore, there wasn't much of any Santa Claus in this land, except, perhaps in the families of the Dutch and the German, and the English families, and the families belonging to the Episcopal Church.

### Established Christmas Tradition

So, this poem, during all these years, has not only given great joy to the children, but it really has established our Christmas custom and tradition. He made the Christmas legend, and he gave it form. Furthermore, I find that his poem has been translated into almost every known language. I remember once, years ago, being in a little village in the Midlands, in England. I was visiting a school there. I was greatly impressed with the number of poems which those English children knew,—Whittier, Longfellow, Lowell and others. I said to the school master that I knew a poem by an American poet, named Clement Moore, and I was sure that the English children did not know that. He smiled in a quizzical manner, called up one of the youngest classes, and before I knew it, they were reciting in unison, "A Visit from Saint Nicholas." Few poems have been so widely circulated, so well known, and so greatly loved.

It is, therefore, a privilege to take part in a service honoring Clement Moore.

New York, when listing its great citizens, does not usually put the name of Clement Clarke Moore among them. We are always think-

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## 1500 Live At Terrace Now

A CLOSE census of the present population of London Terrace has revealed that, at the present time there are approximately fifteen hundred residents here.

This reveals an amazing growth in the population of our Terrace colony. Seven months ago, when the first completed buildings had just been opened, there were only a dozen or two.

What a change the seven months has wrought! And greatest of all is the fact that today, with its population mounting steadily, London Terrace is more of a friendly community than ever. That spirit which first made itself manifest here when London Terrace came into being has grown until it envelops everyone who proudly calls the Terrace "home."

In a few months, as the Terrace perimeter is complete, the population will rise to new and much higher figures, but it will be more a closely knit community than ever.

## Extra Copies Of "Tatler" For You

Numerous inquiries have been received as to whether extra copies of TATLER are available, many of our regular "subscribers" having expressed the wish to mail them to friends. The answer is that they are available, within certain limitations.

Arrangements have been made for the printing of a large number of additional copies and these may be secured upon request at the administration office of London Terrace, as long as they last.

It is TATLER's hope to continually improve and become a constantly more interesting publication. We believe you will like this edition more than the first, and we were quite overwhelmed by the volume of letters received, praising our introductory issue, to say nothing of the word-of-mouth commendation which was poured upon us.

In the first month of its existence, TATLER has already doubled its size. We trust that it may continue to grow, which it will, so long as the guests of London Terrace maintain the interest which they have so pleasingly shown to date in its success.

# Thousands Enjoy Celebration In Gardens

(Continued from page 1)

Moore, delivered a beautiful dedicatory address. Keying his words to the festive spirit of the occasion, Dr. Gates proved beyond question that there really was a St. Nicholas, the patron saint of children, who lived in the Fourth century and whose spirit still rules all Christmastide throughout the world.

Then, in a glowing tribute, he told the story of Clement Clarke Moore. "In the year 1822, when he wrote the poem for his children," said Dr. Gates, "there wasn't so much Christmas in this country as there is today. If you lived in New England, there wouldn't be any Christmas, and the same thing would be true of a great many other parts of the world. Today, Christmas is everywhere.

"So, this poem, during all these years, has not only given great joy to the children, but it really has

minute the array of twinkling lights increased until they seemed like a veritable host of stars gleaming from the towering walls of the Terrace buildings.

### Beautiful Scene

Despite the crisp chill air of the evening, the throngs of guests

ered the beautiful Christmas tree shimmering in the blaze of colored lights that covered it with glory from its holly banked base to the glowing star of Bethlehem at its peak. And over the whole scene flood lights played to add their touch of brilliance.

Complete preparations had been

gowned in cassocks, sounded the opening notes of the festivities and as they died away, came the splendidly harmonized voices of the boys choir of the Church of the Resurrection of Richmond Hill, L. I., as they marched to the stage, singing the joyous carol, "Hark, the Herald Angels Sing." At its conclusion, they sang another, the ancient, "We Three Kings of Orient Are."

### Address of Welcome

Then Mr. M. Murray Weisman, chairman of the program and vice-president of the 23-24 Corporation, delivered his glowing address of welcome which gave the party its perfect keynote. He was followed by the boys' choir again who sang two more carols, "The First Nowell" and "Silent Night."

Master Louis Earl Hartman of the McBurney school delighted the audience with his boyishly stirring reading of Dr. Moore's



"We bid you welcome." Mr. M. Murray Weisman, chairman, delivering the opening address of the Christmas Eve festival in London Terrace Gardens. Dr. Milo H. Gates, guest of honor and principal speaker, seated. In the background, the boys' choir of the Church of the Resurrection, Richmond Hill, L. I., who sang the carols.

crowded through the doors to the gardens until as the program itself began, fully 2,000 were gathered outside while another thousand more filled the apartment windows that overlook the gardens.

The gardens presented an extraordinary sight of impressive beauty. Around the proscenium and above the walls of the stage, rows of light gleamed. At the east end of the gardens, another belt of brilliant lights flashed from wall to wall. In the center, the monarch of the night, tow-

made both for the broadcasting of the affair and for the transmission of the program from the stage to all parts of the gardens via concealed clusters of loudspeakers, so that when the zero hour arrived for the radio hookup which would send the program out over the ether to the thousands of listeners-in, all was in readiness.

At exactly one minute past five, when we took the air over Station WOR, a fanfare of trumpets from the Edna White brass quartette,



Dr. Milo H. Gates, Dean of the Cathedral of St. John the Divine, delivering his splendid tribute to Dr. Clement C. Moore, dedicating the memorial to Dr. Moore, as the feature of the joyous festival.

## Address By Dean Milo H. Gates

(Continued from page 4)

ing of bankers, great lawyers, doctors, and great inventors first. Then we list certain great literary men, but in this list, our poet does not often figure. Nevertheless, he belongs there, and his name should be amongst the foremost. In point of fact, I think he was one of the greatest of New York's citizens.

We ought always to remember that the choicest treasures of any great city are not in its banks, its stores and skyscrapers, but rather in its art galleries, its churches and its cathedrals, and especially in its historic associations. Therefore, the regions where our great men have lived really are shrines, and the city with the most shrines will always be the greatest city. Athens was never nearly as large as New York, but Athens is a greater city than New York, because Athens has more shrines than New York has.

Therefore, anyone who creates a shrine, adds greatly to the real riches of our city. What lovelier association can we have than this association with this great man who loved children, who loved to make them happy, and who gave to this country this poem, which perhaps, more than any other piece of American literature, has helped to make Christmas Christmas?

poem. He was followed by the Edna White quartette, which played a group of numbers, including a medley of Christmas carols, arranged by Miss White, "Chorale" by Pezel and "A Yuletide Fantasy" by Rapee. The music of these perfectly attuned brasses was a revelation of beauty,

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Parents and children thronging about the Christmas tree in the Gardens at the close of the program. The children besieged Santa Claus for his gifts so closely he's invisible in the dense crowd—but he's there.

established our Christmas custom and tradition. He made the Christmas legend and he gave it form."

(Elsewhere in these pages, the complete text of Dr. Gates' address is printed in full.)

The Christmas Tree Party actually began when the bugle sounded at 4:30 p.m., as the signal to begin the ancient English custom of lighting candles in the home windows and minute by



# Thousands At Garden Party

both in tonal quality and control, their numbers marking one of the high musical peaks of the occasion.

Dr. Gates then delivered his dedicatory address, at the conclusion of which he and the crowd moved down to the memorial tablet.

### Then—St. Nick!

Just as the throng had assembled, there were evidences of commotion somewhere high above the heads of those in the garden and lo, as the floodlight swept up the side of the building, there, high on the roof of the 24th street buildings of London Terrace, old St. Nick himself was revealed arriving with his famous "clatter." He shouted down his greetings, announced that he was coming down and a few moments later he emerged, heavily laden pack on his back, from the fireplace in the wall. Summoned to the microphone, he sent his cheery greetings to all children far and near, while the crowd in the Gardens answered him with cheers.

Then, as silence was regained for a moment or two, Dr. Gates gave the signal at which two of our "bobbies" unveiled the tablet to Dr. Moore, on which is engraved a reproduction of the original manuscript of "A Visit From St. Nicholas."

The trumpets of Miss White's quartette sounded again in a final refrain and the children all made a mad dash for Santa Claus as our hour on the air drew to a close.

### Reception Held

After the program, a buffet supper was served the guests in the administration building and a general reception followed. The crowd was evidently loath to leave and the halls continued to be thronged as cheery greetings sounded everywhere, with everyone radiating the Yuletide good cheer which the party had engendered.

It was a glorious event, splendidly carried out, a fitting reward to all those who had labored so tirelessly for its success. All honor to them. They worked faithfully and well. And the finest tribute of all was the expression heard on all sides, "We want to be here again next Christmas Eve."

AMONG the most recent additions to our community to whom the TATLER wishes to extend heartiest felicitations and welcome is Howard Stack, who has moved into apartment 7-E, 445 West 23rd street, formerly occupied by Miss Edith Walker. Miss Walker will continue to reside there, however. She is now Mrs. Stack.

Miss Walker, the daughter of Mr. and Mrs. William Walker of Salt Lake City, and Mr. Stack, son of Mr. and Mrs. John Stack, of Syracuse, N. Y., were married December 3 at the Church of the Blessed Sacrament, the Rev. Father Philbeck performing the ceremony. Mrs. L. A. Makyas was matron of honor and Emmet J. Stack was his brother's best man. After the wedding, the couple honeymooned in Havana.

Mrs. Stack had lived at London Terrace for some months. Naturally, no place else would do for home as she and Mr. Stack start on life's happiest journey.

In fact, London Terrace appears to be a magnet for newlyweds. Mr. and Mrs. Robert Hector Stanley of Apt. 8-A, 415 West 23rd street, were married in September, as were Mr. and Mrs. John L. Burr of Apt. 7-C, 420 West 24th street.

Mrs. Stanley was Miss Rosemary Walker, daughter of Dr. and Mrs. William Walker of Crestwood, New York, and niece of Mayor James J. Walker of New York City.

Mrs. Burr was the former Mary Louise Thorn, daughter of Mrs. Charles C. Thorn, of 50 East 18th street. Mr. Burr is the son of Judge William P. Burr of Manhattan.

Miss Ruth Burr, 2-B, 425 West 23rd street, celebrated her tenth birthday on December 1, with an afternoon party. Those attending were Ruth and Doris Burr, Belle and Doris Coyle, 2-E, 440 West 24th street, Miss "Eddie" Burgess and brother Murray, 17-E, 460 West 24th street, Milton Morgan, Philip Lynch and Eugene Scofield, son of our manager. Favors were hidden in a Jack Horner pie in the center of the table. "And when the pie was opened—" well, you can imagine for yourself. Report has it that Master Scofield won most of the prizes in the games that were played.

Mrs. Joseph Aaronson, 11-E, 445 West 23rd street, one of our busiest hostesses, entertained 25 guests at tea on Sunday, December 7, and 20 more at bridge on Thursday, December 11.

The Odd Thursday Bridge Club met again with Mrs. Edwin H. Gertz, Apt. 10-E, 435 West 23rd street, on December 18. The guests included Mesdames Wm. B. Hurlburt, Sandy Wise, John Laurence, and I. Crotty and the Misses Alice Radford, Grace I. Crystal, Anna Fleming and Josephine Gillespie. Mrs. Crotty is an Albany resident and Miss Radford's home

is in Yonkers. The guests expressed themselves as delighted with the unique facilities and modern equipment which London Terrace offers and which, Mrs. Gertz says "makes entertaining a pleasure."

Mr. and Mrs. Albert C. Walsh, Apt. 2-D, 425 West 23rd street, were hosts at a large bridge party on December 20, honoring Mrs. R. A. Courtney of London, who is visiting in New York. Mrs. Courtney expressed herself as amazed and delighted by London Terrace and commented on its exclusiveness and smart appointments. She graciously added that although she is a real Londoner there is nothing half so wonderful in all England. Mr. and Mrs. R. C. Walsh, Apt. 16-B, 450 West 24th street, were among the guests at the affair.

Mr. and Mrs. Carl Percy, 3-E, 430 West 24th street, have their son and daughter home from school for the holidays. Miss Josephine is a student at The Briarcliff School and Samuel is a cadet at New York Military Academy.

Mrs. M. R. Turner, Homestead Hotel, Hot Springs, Va., is spending the holiday season with her mother, Mrs. Martha J. Bugbee, Apt. 8-E, 440 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

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

Chelsea Delicatessen  
206 NINTH AVENUE  
Between 22nd and 23rd Streets  
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## Gilbert Decorative Glass Works

229 Tenth Avenue, Opposite London Terrace

Wishes All Tenants a Prosperous New Year

Your inspection of our plant is most cordially invited where may be seen all the entertaining and intricate processes of glass cutting and silvering of crystal mirrors.

Plate Glass Table Tops Made to Order     Expert Cabinet Work  
CHelsea-3-2516



## "Boosts" From Residents Aid

CHARLES WEINGART, our rental manager, has asked TATLER to express for him his enthusiastic appreciation of the manner in which the residents of London Terrace "boost" the Terrace as a place to live.

As a matter of fact, Charles becomes almost incoherent when he discusses the subject—and can you imagine him incoherent at any time? Just goes to show the effect your loyal support has upon him. He says the results of your praise and recommendation of London Terrace have been of such unbounded assistance that he's positive it is you who are really responsible for the amazing fact that more than 80 per cent of the completed apartments are already occupied.

He says he finds that so many of the visitors have already heard so much about the virtues of London Terrace apartments from residents that frequently he doesn't have to say a word when he's showing them about.

### Notice, Radio Owners!

Our own radio expert in the London Terrace Radio Shop has issued a request that residents refrain from connecting their radios from the exposed wire near the kitchen window, as this interferes with the proper operation of the outside aerial system and residents whose instruments are properly connected do not have the reception they should have as a result.

### LONDON TERRACE NEWS SERVICE

(In Old Chelsea)

NEWSPAPERS  
MAGAZINES  
PERIODICALS  
CIRCULATING LIBRARY

Call Us on the House Phone

450 West 24th Street

"At Your Service"

### What Ho, All Chessnuts! Here's Call To Combat

Hear ye! Hear ye!

Let it now be known that London Terrace's first tournament for the gallant knights of the Chess Table has been arranged.

The first jousts will begin on Wednesday, ye Fourth of February. We know not when they will end.

All ye who fain would test your mastery of king, queen, bishop, knight, rook and pawn in mortal combat with other Knights of the Black and White Squares are requested to send their names to Miss Resli Tuckerman, managing editor of TATLER, in Mr. Scofield's office.

Ye lists of combat close on ye Twenty-fifth of January. Full knowledge of when and where the combats will be held will be told in ye next issue of TATLER, February 1.

Hear ye! Hear ye!

### IN EXPLANATION

Discovery of the genuine literary ability of numerous London Terrace residents has been a source of real gratification to the editors of TATLER. Included among the contributions received has been a number of poems and since several of these are unusually meritorious, it is with sincere regret that we must announce that space limitations make it impossible for us to publish poetry in our columns. We wish, at this time, to extend our gratitude to those who have sent us the poems, for the interest they have shown, and hope that, at some future date, it may be possible for us to include a poets' corner in TATLER. But, for some months to come, we fear such opportunity will be lacking.

### International Lunch

470 West 23rd Street

OPEN ALL NIGHT

Courteous Service . . . . .  
. . . . . Excellent Food

Corner 10th Ave. Chelsea 4869  
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AT

### Flowerland Floral Co.

225 West 23rd Street  
Bet. 7th and 8th Avenues

You will find fresh cut  
flowers daily and most  
unusual potted plants of  
all kinds

We open charge accounts for  
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### CHELSEA WATCH and JEWELRY CO.

23rd St. and Eighth Ave.

Has opened a branch in  
THE CORNISH ARMS  
with a large assortment of  
Fine Jewelry and Novelties

Expert Repairing on Premises

Open Evenings

Official Garage for  
London Terrace Tenants

### Super L.B. Service GARAGE

550 West 25th Street  
Bet. 10th and 11th Avenues

FREE DELIVERY  
DAY AND NIGHT

Phone CHick-4-9814

No Elevators to Mar  
The Beauty of Your Car

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French Dry Cleaners  
and Dyers

Complete Valet Service

Complete Shoe Repair Service  
Factory Process Work

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CALL US ON HOUSE PHONE  
HOURS: 8 A.M. to 8 P.M.

### Ninth Avenue Fish Market, Inc.

242 - 9th Ave., Bet. 24th-25th  
FISH OYSTERS CLAMS  
and all kinds of SEA FOOD  
Phone LAckawanna 4-0699

### London Terrace Laundry

In Old Chelsea

435 West 23rd Street

Greetings from the  
London Terrace  
Laundry Service

Wishing the London Ter-  
race Family "A Happy  
and Prosperous New  
Year."

We express our apprecia-  
tion for your patronage  
and promise to give you  
the most satisfactory  
Laundry Service for 1931.

Respectfully yours,

London Terrace Laundry  
A. L. KRAMER,  
Manager.

### MR. and MRS. SMITH'S PLACE DOUBLE FIFTH (10th Avenue) Near 23rd Street The "Nicest" Eating Place West of 8th Avenue

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From a Sandwich to a Meal  
Delivered to Your Apartment at Any Hour

Call CHelsea 3-1412

Catering for Parties at Home  
Special Breakfasts, Luncheons, Dinners

"It Pays to Serve Good Food at Reasonable Prices"



## Those Who Serve

The mystery of the daily letters bearing Canadian postage stamps has been solved. Miss Hildred Winston, telephone operator, is now wearing a ring with three diamonds and she permits us herewith to announce her engagement to Alfred Jones of Montreal. TATLER wishes to extend heartiest congratulations to "Alfie," of whom we've heard so much.

Introducing Miss Madelyn Thorsen, new addition to the staff of the Auditing Department. She comes to us from the Windy City, having safely run the pineapple and rat-tat-tat gauntlet in making her escape from there.

Also, J. M. Sharon is another addition to the Auditing Department.

Reminding us that we erred somewhat in saying in the December issue that the makeup of the Auditing Department was mostly Scotch. James Horrigan of the department wants it strictly understood that he's straight from Tipperary and that when he came off the boat they had to "knock him down to put the shoes on his feet."

Incidentally, one of the auditing staff rises to query plaintively if that reference to the "Scotch" tendencies of the department was aroused by the fact that it is located in the "cellar."

We'll admit we're a little late, but just the same, TATLER takes this opportunity of congratulating Patrolman Thomas Mahr, who was married to Miss Mary O'Rourke on November 10. May they live happily ever after.

Special Attention to  
London Terrace Tenants

Stuyvesant Market  
236 - 9th Avenue

CHOICE MEATS  
AND POULTRY

Phone LACKawanna 4-0067

All honors of the Uniformed Service for November went to 455 West 23rd street, which is quite a distinction, when one considers the quality of service which is found in every one of the London Terrace houses. Here are the awards:

First prize—Oscar Hoffman, elevator operator.

Second prize—Bert O'Brien, doorman.

Third prize—Michael O'Connell, elevator operator.

Perhaps it should be called International Terrace, judging by the nativity of the staff. Max Lindstrom, doorman at 430 West 24th street, comes to us from Stockholm, Sweden. Albert Costello, doorman at 450 West 24th street, is from Buenos Aires, Argentina. Gus Villegas, elevator operator at 415 West 23rd street, comes from Medellin, Colombia, S. A.

We're always glad to announce the fact when a member of our staff takes a step forward. William Folliard, former doorman at 450 West 24th street, recently left us to become Superintendent of Service at the Ambassador in Palm Beach, Fla.

### London Terrace Uses and Approves AIRWAY SANITARY SYSTEM

Have this modern time-saver cleaner demonstrated in your own apartment at your convenience.

J. H. WOODWARD  
Airway Dealer VAn-3-2850

CH-3-1085 Est. over 59 Years  
GEO. NOCKIN'S SONS  
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One door from S. E. Cor. 23rd

We Have No Branch Store

## Custom of Lighting Candles Is Revived

One of the most pleasing features of the Christmas Eve celebration was that in which all the residents whose apartments face on the Gardens took part. This was the revival of the quaint old English custom of lighting candles in the windows on Christmas Eve. When the management sent its suggestion that this be done, it was received with enthusiasm and the realization came when hundreds of candles sent their yellow glow out over the festive scene.

### LONDON TERRACE BEVERAGES CORDIALS

316 West 23rd Street

Phone WAt-9-9411  
for Prompt Delivery

Open Till 3:00 A.M.  
Also Sundays and Holidays

## PACKAGE SERVICE

In response to the questionnaire sent to the residents of London Terrace concerning the package delivery service, the opinions expressed were overwhelmingly in favor of a continuation of the service as it is now operated. The management herewith announces that the wishes of this tremendous majority will be adhered to, and the package delivery service will be maintained on its present basis.

### London Terrace Radio Service

435 West 23rd Street

We wish to announce that we are now fully organized and equipped to render prompt and efficient service on any type of Radio.

A complete stock of tubes and accessories is always kept on hand.

Just call the radioman on the house phone or CHelsea-3-6062.  
Open from 9 A.M. to 9 P.M.

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