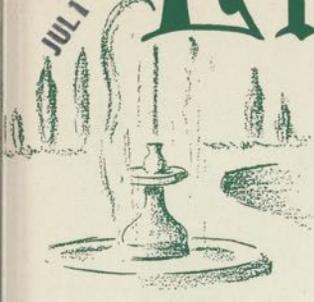


# London Terrace Cattler

JUL 1 '31



Vol. I, No. 7

New York City, N. Y.

June, 1931



Gardens of Velvet Green at London Terrace

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AND MANY OTHER FEATURES

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Slip Covers and  
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For  
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## Aquatic Stars Will Shine at Pool Opening

WATCH closely, everybody! That young lady, poised high on the springboard there is about to execute an epoch-marking feat. When she catapults herself into space, arms outspread in a graceful swan dive to cleave the rippled waters beneath her, that event for which Terrace residents have been longing, lo, these many moons, will have come to pass—the official opening of the London Terrace swimming pool.

For a variety of practical reasons, the exact date of the opening can not be officially announced as yet. When the date is decided upon, every resident will be duly notified.

But, whatever the date, there is not the slightest doubt as to the caliber of the entertainment which will mark the inaugural. That's all signed, sealed and delivered. And it's something.

The pool opening will be celebrated with one of the outstanding aquatic meets of the season in this or any other city.

Ward P. Brennan, of whom you  
(Continued on page 5)

### HAVE IT SENT

#### Read Tatler On Vacation

WITH summer at hand, there are, undoubtedly, a number of London Terrace residents who are planning to spend the hot weather months by the seashore, in the mountains, or elsewhere far from the city.

Perhaps those of you who have such plans would like to keep in touch with Terrace affairs via TATLER. If so, please notify the Administration Office and TATLER will be sent you regularly while you are away.

### DON'T BE BASHFUL!

You may as well become reconciled to the idea. TATLER is going to keep on reminding you until we get the results we hope for. What we mean is this—we know there are many interesting things occurring in which London Terrace residents take part. And we don't hear about them. We can't unless you tell us. That's what this is about. There are so many of you that we must depend upon you individually for news that escapes the eagle eyes of the editorial staff. When anything happens in which you're personally interested, or which you observe about the Terrace, that should be recorded in TATLER, just drop a note to TATLER in the Administration Office or give Miss Resli Tuckerman a call on the house phone and tip her off. It will help a lot. R.S.V.P.

—TATLER.

## Terrace Club to Be Formed for Recreational Activities

### MEET the Terrace Club!

It's going to mean a lot of enjoyment in your life at London Terrace—the open sesame to an array of recreational activities far surpassing all that you have looked forward to here.

In the seven months of its existence, TATLER has made no announcement which gave it quite so much pleasure as this concerning the new organization.

For a long time, those of you who have been residing here have been anticipating keenly the many new enjoyable features which you have seen taking form as London Terrace neared its completion. A few weeks more and all these will be available. They promise much; delightful additions to make your residence here more pleasant and attractive.

But, all along, it has been the plan of the Henry Mandel Management Corporation—a plan carefully developed, though unannounced—to provide all residents in Mandel apartments with special facilities for recreation,

more than the confines of any project, even one of such magnitude as London Terrace could supply.

The plan is now ready for execution. It will find its fruition through the Terrace Club.

So extensive is the general program of recreational activities as now outlined that it was decided that the only feasible means of carrying it out in a well-regulated and equitable manner would be through a central organization devoted entirely to this purpose.

This central body will be the Terrace Club. It is to be a real

(Continued on page 12)

## 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.*

### VII A NEW ERA

DR. CLEMENT C. MOORE probably never heard the term "gangster." A hoodlum to him was a hoodlum, not a "hood," in the best Chicago manner. Yet, if it hadn't been for a gang of "hoods" from New York City and their depredations on Dr. Moore's estate, the history of Chelsea might have been entirely different, and it might not have become a fashionable residential area.

To go back for a moment, the winter of 1822-23 had even more significance to the future of Chelsea than just the writing by Dr. Moore of his famous St. Nick poem on Christmas Eve of 1822. Just as that poem transformed the general conception of Christmas and Santa Claus, so the foundation was laid that winter for the revolution of Chelsea from a staid, country

(Continued on page 10)

### BANK OPENS

#### Many Visit New Branch

ANOTHER first came for London Terrace on May 11, when the Chemical Bank & Trust Company officially opened the doors of its Terrace branch, in the 465 West 23rd Street building at the northeast corner of Tenth Avenue and 23rd Street, the first business house to begin operations in Terrace street level space.

Many visited the bank opening day and since to view the safe deposit vaults, store room, waiting room, booths, etc., which provide Terrace residents with such convenient banking facilities.



Vol. I June, 1931 No. 7

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

Our substitute editorial writer has been receiving "fan" mail. "Dear Unknown," said one, "please tell me your name and address. I want to send you a basket of pineapples—Chicago brand." "Please be on the corner at 11 o'clock Wednesday night," wrote another. "I want three of my friends—Two-Gun Howley, Three-Bomb Socko and Four-Shot Dalton—to see you. Wear a white carnation, as they'll be driving by in a high-powered car and I wouldn't have them miss you for the world." Anybody as popular as that should be given another chance, so here's his latest.

JUNE

What can anybody say about June that hasn't been said a million times? Brides—vacations—flowers—summer—phooey! Old stuff. And I refuse to desecrate my art with bromidic repetition. Not bad, eh? But, if I can't say something new, I won't say anything. Whose idea was it, anyway—this business of always having an editorial about the month? If you ask me—no, I'll go further than that—whether you ask me or not, it's my hunch that it's just a gag of somebody's to get out of thinking of a real subject. Can't you just picture him, laughing up his sleeve with his tongue in his cheek—and you, too, can become an expert tongue-in-cheek-up-the-sleeve laugher in ten easy lessons (write for our catalog)—jotting down his editorial subjects 'way in advance—"July," "August," "September," "October"? That takes brainwork, that does, the lazy so-and-so. About June? Well, I couldn't think of anything new. So I've kept my word.

THERE JUST WASN'T ROOM

Last month, TATLER announced that the current issue would contain its first short story. It is with sincere regret that we must apologize for its non-appearance. Many important events are impending at London Terrace, concerning which preparations were speeded during the past four weeks. We are telling you so much about them this month that there just wasn't room for the story. So, if you'll forgive us in exchange for the good news which this issue contains in abundance, we guarantee that the story will be published in the July number, with graphic illustrations, and everything.

WATCH FOR THE DATES

As you'll note by reading the contents of this issue, several important events are pending of deep interest to every London Terrace resident, but, owing to our deadline, we must go to press before definite dates have been set for their consummation. You all will be notified duly when the dates are decided. Watch for them. They will mean much to you.

Tatler Tales

WANDERING about the Terrace gardens the other day, we ran into the broadest smile we've seen, lo, these many years. Close inspection revealed that the man behind the smile was our genial renting manager, Charles Weingart, and we asked him "How come?"

"Why not?" he countered. "Say, these London Terrace folks are great. I wish I could really find the words to express the appreciation that every one of us in the renting department feels about the way they boost the Terrace. Their cooperation has been marvelous. Of course, ever since London Terrace opened, our biggest help has been the word-of-mouth recommendations given by the people who live here. Now, since the whole project is nearly completed, they're doing more than ever. What has been particularly gratifying has been the way they've been coming in to renew their leases. A lot of them tell us, 'Now London Terrace has all that we've been looking forward to. We certainly wouldn't think of robbing ourselves of the opportunity to enjoy all that the completed Terrace offers. We've thought the Terrace was great ever since we've been here. Now we think it's perfect.' So they're coming in to make sure they'll have their apartments after October 1. And they're not only telling their friends about it. They're bringing them in. It certainly is a swell day, isn't it?"

VACATION time usually turns mother's hair white and makes dad irritable, what with junior out of school and looking for ways and means to keep life interesting. Mrs. Jimmie Bronson, Apt. 5-F, 450 West 24th Street, says she's solved the problem by sending her boys to Camp Susquehanna, in Pennsylvania, and she's so enthusiastic about the place that she's asked us to pass the word along. The camp is 3,000 feet above sea level in the foothills of the Blue Ridge mountains, only six hours from New York. According to Mrs. Bronson's description, the camp leaves nothing to be desired. There are pine forest trails where the boys are taught to ride. The mounts are good and ponies are provided for the smaller chaps. There's a clear mountain lake where they are taught to swim and to handle small craft. The food is excellent and served in abundance and the charge is moderate.

AS you've probably noticed, the lawn areas in the garden are coming along nicely and we're expecting any minute that we'll have to get a big lawn mower drawn by a horse with padded slippers to protect the sod. There may be a bald spot here and there, just now, but that's because the heavy rains washed out some of the tender shoots, but we're going to put down more rich topsoil mixed with seed and in a few weeks more the expanse of velvety verdure will rival the putting greens of any golf course, or the park of an old English country estate.

"We Have With Us"

A lot of folks live at London Terrace whom you ought to know. Each month we're going to give you an informal introduction to one of them. Here's Number Three. Ladies and Gentlemen, we have with us—

MISS EDNA HUNSICKER

Apartment 17-D, 445 West 23rd Street, Secretary to Charles Hayden, Senior Partner, Hayden, Stone & Company.

ONE morning, a few years ago, the citizens of Philadelphia awakened—if it can be said that Philadelphians ever awaken—to read in front page headlines of the heroism of the



MISS EDNA HUNSICKER

young girl stenographer in the spectacular fire which, the afternoon before, had wiped out the plant of Rosenblatt & Co., manufacturers of leather goods. In the midst of a blazing inferno, the newspapers said, she had clung bravely to her post, attempting desperately to reach her employers by telephone. At last, she was forced to wrap her head in a wet towel, and, her arms loaded with valuable papers, dash through the flames to make her escape. The newspapers were fulsome in their praise and the girl found herself a public heroine.

"All of which was very lovely," said Miss Edna Hunsicker, as she reminisced amusedly to TATLER, "except for one thing—it wasn't true.

"What really happened was this. One of the men and I were in the office alone when we heard that the far end of the plant was afire. So I went into the telephone booth and tried to call Mr. Rosenblatt at various places, without success. When I found it was no use, I gave up and collected various papers off my desk that I thought should be saved. I was particularly careful to preserve a dozen or more letters that I had typed during the morning, confirming orders that now we couldn't possibly fill. But, it seemed to me that since I had written them, they ought to be mailed, so I took them along.

"When I went to the door, a few wisps of smoke drifted by, but there was no fire in sight. Just then, one of the men came dashing by with a bucket in his hand.

"Is there anything I could do?" I asked him.

"Yes," he yelled, 'for God's sake, get out!' "It was very humiliating. So I walked out, went across the street, sat down on the curb and had a grand time watching the fire. I didn't know anything about the wet towel or

(Continued on page 8)



# Swimming Pool to Open with Official A. A. U. Meet

(Continued from page 3)

will find more elsewhere in this issue, and who, among his other duties, will be in general charge of the pool, has arranged a program to cheer about for the opening night, one that will bring to the London Terrace pool a host of the supreme swimming and diving stars of the country.

### Stars to Be There

Among those who will take part in the events are Lisa Lindstrom, national long-distance swimming



*Lisa Lindstrom, national long-distance champion and free-style swimming expert.*

champion of her sex, holding the title for distance from 440 yards to five miles; George Fissler of the N. Y. A. C., one of the country's best, holding records in the 400-meter back stroke; 400-yard relay; 880-yard relay, free style, and the 300-yard medley relay; the famous Spence brothers, Wallace, Leonard and Walter, of Rutgers College, who are outstanding candidates for the 1932 Olympic squad of the United States; Arthur Howland of Yale, free-style champion in the 100-yard, 200-yard and 440-yard distances; Edward Alvarez, one of the country's crack divers, who has already garnered more medals than he can display on one shirt and last, but far from least, Eleanor Holmes, the 17-year-old Brooklyn swimming star, whose pluckitude and



*The noted Spence brothers—l. to r., Walter, Leonard and Wallace, of Rutgers College, receiving their victory medal at a recent meet.*

## Program for Opening of Swimming Pool

### Men's Events

- 100 Yards—Free Style
- 150 Yards—Medley
- 100 Yards—Back Stroke
- 200 Yards—Breast Stroke
- 10-Foot Fancy Diving

### Women's Events

- 50 Yards—Free Style
- 100 Yards—Back Stroke
- 150 Yards—Medley
- 100 Yards—Breast Stroke
- 10-Foot Fancy Diving

### Special Events

- 600-Yard Breast Stroke Relay—By Spence Brothers
- Demonstration of Watermanship—Edward Guillet
- Comedy Act

grace won her a place in the new Ziegfeld Follies.

There will be a lot of others. The above are just a few of the particularly notable stars whom you will see opening night at the pool.

The meet will be conducted under the official sanction of the A. A. U., whose own timekeepers and officials will be on hand, so that any marks set or records made will go down on the official books. As a matter of fact, one

record is certain to be set.

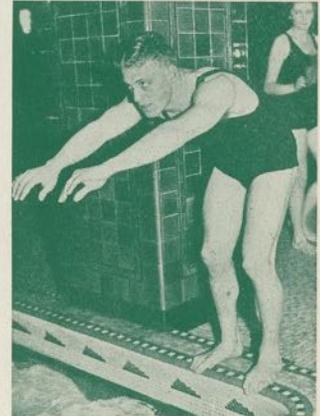
### Create New Event

As the outstanding event of the evening, the Spence brothers will establish the first mark in an event never attempted hitherto—a 600-yard breast stroke relay. Such an event is bound to be a gruelling grind, feasible only for the finest and most powerful of swimmers, since it means that each participant must exert himself in driving effort for 200 yards through the water, using one of the most

strenuous of strokes — no mean swim even when time is no consideration. The time mark set by the Spences in the new event will be accepted as an official world record for other relay teams to shoot at.

In addition to the breast stroke relay, there will be five competitive events each for men and women, a demonstration of watermanship by Edward Guillet, a master of swimming control, and a comedy aquatic act.

Due to the nature of their construction, it is an unusually diffi-



*George Fissler, N. Y. A. C. star, back stroke champion and holder of many records in various events.*

cult problem to provide adequate gallery space for swimming pools. One of the striking features of the

(Continued on page 6)

## A SALE

of used books from 25¢ up.

Withdrawn from our regular bookshelves these books are priced so ridiculously low they are just the ideal thing to take with you on a week-end trip or vacation.

### London Terrace News Service

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DEVELOPING - PRINTING  
7-Hour Service



## Brennan Chief of Recreation

HAVE you noticed the tall, husky stranger with the genial Irish smile who's been wandering about the Terrace lately?



WARD P. BRENNAN

If you haven't, you will. You're going to see him around a lot. He's here to make life more pleasant for you. So step up now and meet Ward P. Brennan, recreational director of London Terrace.

It's up to Mr. Brennan to start things that you'll like in the way of recreation, organize them thoroughly and keep them going smoothly. But that'll be a cinch for him. He's used to it. His career has been made up of one success after another in this line.

Educated at Newburgh Academy and Manhattan College, he kept right on in athletics after he left school. From 1908 to 1912 he played professional baseball in the Eastern League, but quit to become playground director for the Parks and Playgrounds Association of New York, in charge of promoting and organizing play.

In 1914, he resigned to take the athletic directorship for Pratt Institute, where he taught physical education, coached and promoted recreative games. In 1915, he was appointed supervisor of recreation for Brooklyn, where he supervised all the field work as well as the organization of boys' clubs throughout the borough, until 1918 when he was appointed army athletic director at Camp Mills, Garden City, N. Y. Two years later he coached the U. S. Army track and field team for the 1920 Olympics.

Then he was athletic director at Manhattan College, his old alma mater and later coached football and basketball at Freeport high school. Last year, he was assistant manager of the St. George swimming pool in Brooklyn. Now the Terrace has been fortunate enough to secure his services. Mr. Brennan has a big program mapped out for keeping Terrace residents happy and expects to have it going at top speed from the moment the swimming pool opens.

## Two On The Aisle

by Annie Oakley

THE warm weather—yes, we have had a little — saved Little Orphan Annie a lot more grief this month. Nothing seems to bring such sudden death to a poor show as a few days of sunshine and climbing temperatures. I'm happy to announce that a lot of them folded faster than I could catch up with them, so I'm once more spared the necessity of issuing warnings.

Meantime, a couple of good ones have arrived that look good for a long stay — which is something, anyway, this season.

**RHAPSODY IN BLACK** — With all of us expecting this to be just another of the Harlem wiggle, jiggle, hot hoof affairs, it turned out to be the surprise of the season. Lew Leslie set out to give Broadway something new and he did it. Instead of a chorus, Lew sent out a choir. And it sings the kind of things you expect from a choir, up to and including "Eili! Eili!" which, in spite of all you've heard and read, they do with dignity and ability. Of course, there are a couple of hoofers, the kind you can cheer about. And then, best of all, Ethel Waters. Lots of Ethel Waters.

But not a bit too much of Ethel Waters. In fact, never quite enough. And the way "Rhapsody In Blue" is dished up for you makes you wild about it all over again, if you ever were tired of it, which I must confess I never was. If you want something different and, besides that, a darned good show, here it is. (Sam H. Harris)

### DON'T MISS

**ONCE IN A LIFETIME**—Hollywood exposed—and how! (Playmouth)  
**THE GREEN PASTURES** — Heaven a la Harlem (Mansfield)  
**THE BARRETT'S OF WIMPOLE STREET**—For Katherine Cornell (Empire)  
**VINEGAR TREE**—Laughs with Mary Boland (Playhouse)  
**MELO**—Hurry. It's going soon (Ethel Barrymore)  
**AS HUSBANDS GO**—Laughingly dramatic (John Golden)  
**GRAND HOTEL**—Mechanically perfect (National)  
**HOUSE BEAUTIFUL** — Pretty fine stuff (Apollo)  
**AMERICA'S SWEETHEART** — Hollywood set to music (Broadhurst)

## Aquatic Meet to Open Pool

(Continued from page 5)

Terrace pool is the exceptional efforts that were made to increase this space. The pool is large and the space about it is larger than is customary. In addition, special architectural design was created to eliminate the view-obstructing pillars so often found around a pool.

### Be in Line Early

But, with all these efforts, there will still be room for only 400 persons to view the events. Since there are, today, more than 1600 residents in London Terrace, it means that only one-quarter of you will be able to attend the meet.

There is only one equitable way in which the available seats can be distributed. That is by the time-honored method of "first come, first served." Distribution of the tickets for the opening will be from the service desk in the administration office and will begin on the Monday preceding the

meet at 9 o'clock in the morning.

Only residents of London Terrace will be eligible for tickets and only one ticket will be allowed to each resident.

### More Events Coming

To those who are disappointed, we have this condolence to offer. There will be many aquatic events in the pool in days to come and those who can not gain admission to the first will be the primary eligibles to the second.

## MIRRORS OF EVERY DESCRIPTION

Old Mirrors remodeled and resilvered equal to new . . . Glass Table Tops to protect your furniture . . . Glass work of all kinds done on premises.

### GILBERT DECORATIVE GLASS WORK CO.

Est. 1899  
229 Tenth Ave. CHelsea 3-2516

Opposite London Terrace

## Billy Newest Budding Star

ADD budding screen stars—Billy Hayes, 6-C, 420 West 24th Street.

Billy has just made his debut in the picture world, playing two short parts in "Hey, Hey, School Days" and "Backyard Follies," Paramount short subjects, which will be released in August.

He is the protégé of Mrs. Irene Taylor Shultz society and shopping editor of TATLER. She discovered him while playing on a miniature golf course last summer, noticed his striking resemblance to Percy Crosby's famous "Skippy" and knowing Paramount was looking for someone to play the character before the camera, she took him under her wing, introduced him to Crosby and then had a screen test made of him.

Paramount decided he was too short and too young (he's seven) but the casting director at the Astoria, L. I., studio became interested in him and his entry into the screen world via the short subjects followed.

Now, he's hard at work, studying dancing, singing, elocution, and whatever else it takes to become a star. He's even had his tonsils removed. As he says, "I have suffered for my art." The study business doesn't go over so big, because Billy's all boy. He'd much rather try to take Eugene Scofield's marble championship away from him.



BILLY HIMSELF



## Marbet Specialty Kitchen

Dinner cooked and delivered to your apartment from 4-7 P.M. Sandwiches and cakes for teas. Picnic boxes packed.

Phone for further details  
CHelsea 3-8592 8 Perry Street



## Terrace Bridge Party Planned

**H**OW about a few rubbers of bridge?

It all depends on you. Plans are now under way for the first London Terrace bridge party and if sufficient interest is shown by the residents, a London Terrace bridge club, with its own club-rooms and everything, will be organized.

So, here's the program. If you are a bridge enthusiast—and there are hundreds of them at the Terrace—and you would like to attend this first bridge event, please notify the Administration Office in the 435 West 23rd Street building, not later than Saturday, June 6.

Necessarily, to conduct such an event, with its probabilities of large attendance, the management must know how many to prepare for and, in consequence, the actual date can not be set, although it will probably be either Thursday evening, June 11 or June 18.

Preliminary arrangements have already been made. The affair will be under the direction of a man of wide experience in the conduct of bridge tournaments. In addition, one of the outstanding bridge authorities of the world—many people consider him the greatest—has promised to be present. It's going to be a very pleasant occasion and the management invites you to be present as its guest. Cups will be awarded to the winners, in both auction and contract.

Many inquiries have been received concerning the organization of a London Terrace bridge club. With a large bridge-playing population such as the Terrace has, its possibilities are great. So, if you are interested in such an organization, one which will take its official position as one of the leading bridge clubs of New York, you are urged to attend this preliminary party, as the attendance and interest shown at this event will determine the extent to which the management will immediately carry out the plans for the club itself.

Remember to notify the Administration Office via the house phone or a note not later than Saturday afternoon, June 6, that you will come. You will be notified individually as to the exact date, place and hour of the party as soon as the returns are in.

## Our Own Social Whirl

**Celebrates Eightieth Birthday With Reception**

**M**RS. ALFRED S. BUGBEE, Apt. 8-E, 440 West 24th Street, celebrated her eightieth birthday on May 28 with a reception and tea at her apartment. She wore a Paris white lace gown of forty years ago. Among the guests were the Mesdames Chauncey S. S. Miller, James Thornley Anyon, Maud Randolph Turner, C. O. Sides, John Sebring, R. N. Blauvelt, Nan Thorne, Arthur Sichel, Fannie Fleck, Albert Fleck, Le May, A. J. Akin, Ethel Hensel, Miss K. L. Paine, Mr. Robert Backer, and Mr. Henry B. Wechsler.

Mrs. Miller, Mrs. Anyon and Mrs. Turner are Mrs. Bugbee's daughters and assisted at the reception.

**M**ICHAEL SELZER, Apt. 3-F, 460 West 24th Street, entertained on Saturday evening, May 9, at bridge and poker. The party was held in honor of his brother, Edward Selzer, who has just returned from a trip to Africa, Egypt, Morocco and Tunis with the famous collector of odd facts, "Believe It or Not" Ripley, and a Warner Brothers cameraman.

Among those present were Dr. and Mrs. Joseph Selzer, Mr. and Mrs. Edward Selzer, Mr. and Mrs. Harold Fleck, Miss Rose Feinberg, Mr. Samuel Alexander, Mr. Herbert King, Mr. and Mrs. William Scriven, Mr. and Mrs. Ralph Dove, Mr. and Mrs. Paul Pakula, Mr. and Mrs. Irving Fowler, Mr. and Mrs. Frank Baker, Mr. Nathan Garlick, Miss Evelyn Breslau, Mr. Sidney Meyers.

**D**R. and Mrs. Joseph Van den Berg, Apt. 7-B, 445 West 23rd Street, will welcome home their son Alan on May 31 with a party in honor of his twenty-first birthday.

Alan is graduating from the University of Virginia, in Charlottesville, Va., this June and will follow in his father's footsteps and study medicine at Columbia University this fall.

**M**RS. FLORENCE TARR MARTIN, Apt. 10-D, 440 West 24th Street was hostess on Saturday afternoon, May 23rd, for her daughter Barbara at a

delightful bridge, made especially enjoyable by the unusual opportunity of viewing the United States Army Air Armada from the London Terrace roof. The guests were the Misses Margaret O'Brien, Frances Palmer, Ruth Sheets, Marjorie McFarland, Katherine Griffith, Hazel Prye, Elsie Bridge, Christie Toleffson, June Ashby, Verna Roe, Wilma Walsh, and Louis Higgenbotham.

**M**ISS CELIA BABCOCK, daughter of Mr. and Mrs. Joseph P. Babcock, 2-A, 415 West 23rd Street, entertained a group of her youthful friends May 20th, in honor of her fifth birthday.

Among the guests were Miss Sandra Griggs, niece of Charles Weingart, our renting manager, and Junior Powers, son of Mr. and Mrs. Matthew F. Powers, 2-B, 415 West 23rd Street. The guests played miniature golf on a brand new set that was one of the birthday gifts, and disposed of most of a pink-and-white cake.

### Summer in Wildwood

**G**ILMAN WILLIAMS and Mrs. Williams (who, by the way, prefers to be known as Miss Billie Allen) have subleased their apartment, 5-A, 435 West 23rd Street, and will spend the summer at their country home in South Kent, Conn. It's a log cabin in the wildwood, and when we beat a path to their door (by telephone) we interrupted Miss Allen while she was chopping wood!

### Away for Summer

**M**RS. CHARLOTTE WAINWRIGHT, 17-E, 435 West 23rd Street, is going to Atlantic Highlands for the summer.

## Terrace Gym to Open Soon

Need exercise for that tired feeling, or—let's say it politely—superfluous avoirdupois? Very soon, you'll be able to come home from the office and step into the new London Terrace gym to work off either one or both.

It's being constructed in the lower basement corridor of the 470 building, at Tenth Avenue and 24th Street.

The equipment will be diversified enough to satisfy the most exacting of athletes. There will be a double bicycle trainer, with dials to clock the distance and speed of the users. With the double bicycle many novel impromptu competitions should be staged. Other equipment will include three rowing machines, chest weights, dumbbells, medicine balls, and an adjustable punching bag.

After a strenuous period in the gym, a short walk down the corridor will take you to the locker rooms of the swimming pool. And then for a cool plunge before dinner.

### QUI SAIT?

What is this place called Paris? This intriguing place called Paris, Whose habitués embarrass All the simple ones like me? Frequently I sadly muse, Are its boulevards and rues Better than our avenues? I'd like to have a look and see If that place called Notre Dame Really puts Saint Pat's to shame Or if there's nothing in a name. Still the question haunts my mind. What is this place that fairly hums With teachers who have left their sums?

Oh Paris! If the summer comes Can tourist trade be far behind?

RUTH E. FINE,  
Apt. 11-B, 450 West 24th Street.

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# Varied Career Led Way to Top of Her Profession

## Entered Business as Lark But Stayed to Win Success

(Continued from page 4)

the dash through the flames until I saw the paper. I couldn't take it as anything but a joke. In fact, I couldn't take anything seriously, particularly work, in those days."

Which is quite different from the present, when her work is an extremely serious matter to Miss Hunsicker, who is known as one of the ablest secretaries in the country.

### Three in 29 Years

Charles Hayden is head of one of the world's greatest financial institutions. In the past 29 years, he has had but three secretaries. In 1920, the one who had served him for 14 years resigned. Miss Hunsicker was sought out by Mr. Hayden to take her place and she's been there ever since, directing all the manifold activities of the executive office.

As a girl, nothing was farther from her thoughts than a business career. In fact, she wasn't even consulted about it. When she was 15 years old, her mother and brother decided that she should go into the business world and sent her to business school. She thought it was a lark and even after she had shown distinct progress in her work, she refused to be serious about it.

### Father Founded College

For generations, the habitat of the Hunsicker family was Collegeville, Pa., a small town in Montgomery County, 25 miles out of Philadelphia. Miss Hunsicker's father was one of the most distinguished of his line. For years he was a Mennonite minister, until he dissented radically from some of the church's precepts and resigned to establish the Trinity Christian denomination. Perhaps his most conspicuous act was the establishment of Freeland Seminary, a school for boys, at Collegeville. After he had made it an outstanding success, he sold it. It changed hands again later and is known today as Ursinus College. Among other things which had particular significance in the later career of his daughter, Mr. Hunsicker possessed one of the first typewriters extant. As a child, Edna became quite proficient on

the machine, long before she had any idea that typewriters would play any part in her future life, and she handled most of her father's correspondence.

After he left the Mennonite Church, Mr. Hunsicker took his family to Germantown. Shortly thereafter, Edna was sent to Peirce Business College in Philadelphia. Here, her frivolous attitude brought her constant reproof from her instructors, but she surprised them all by finishing the course in six months and graduating as the youngest member of the class.

### First Job

Her first job was as stenographer for her brother who was managing *The Manufacturer*, a publication issued by the Manufacturers Club of Philadelphia.

After six months, her brother resigned and she left at the same time. For the next half year she held several jobs briefly, until she secured the stenographic position at Rosenblatt & Co., where the fire occurred. She rose to the rank of secretary for the first time in her next position with the Leicester & Continental Mills.

Leaving this post, she went with J. E. Caldwell & Co., Philadelphia jewelry firm, and remained for ten years, rising to the position of office correspondent. She resigned to return home, owing to her mother's serious illness. When she left she was given a loving cup by her fellow-workers. It is still one of her most treasured possessions. Incidentally, the Caldwell Company also had a serious fire while she was there.

"In fact," she confides, "six or eight of the firms I worked for either had fires or went out of business after I left them."

### Cross-Country Tour

Three months after her resignation, her mother died, but she did not return to work for two years. Then, becoming restless, she took a position in the service department of the Westinghouse Company, in Philadelphia, but, finding the work unsatisfactory, left and embarked on a trans-continental tour. Returning from the Pacific coast, she stopped off



When she was the youngest member of her class in business college.

at Salt Lake City, liked it and remained to work there for three years.

Meanwhile, the World War was on and a sister of Miss Hunsicker, living in New Jersey, wrote so intriguingly of the many weirdly camouflaged ships which came into New York harbor that Miss Hunsicker's curiosity overcame her and she returned to the East to see them for herself.

Just looking at camouflaged ships wasn't enough, however, and when the United States entered the war, she went into Red Cross work and became chief clerk of the department of Military Relief in the Atlantic Division, with headquarters at 44 East 23rd Street, and also worked at night in the War Camp Community Service, until 1920.

### Wins High Post

Then, one day, she received a telegram from Aiken, S. C., advising her to go to the offices of Hayden, Stone & Co., if she were interested in the position of private secretary to Charles Hayden, head of the company. It later developed that Mr. Hayden, week-ending at Aiken, had confided to a friend that his secretary was leaving, after 14 years service, and he was searching for a new one. The friend knew Miss Hunsicker and the recommendation and the telegram followed.

Miss Hunsicker confesses that she had never heard of Mr. Hayden and had no idea as to what it was all about, but she went and discovered she had just two weeks to master the entire routine of the organization before the other

secretary left. The first week she sat around and watched. The second week she took charge. And she's been in charge ever since.

### Manifold Duties

It's up to her to see that the executive office operates with clock-like smoothness. Mr. Hayden is on the directorate of 71 companies. She must keep perfectly coordinated the endless board meetings which this entails. In fact, she makes out his schedule one year in advance. She conducts a regular bureau to handle his charitable work. She must know everybody in Wall Street and the financial world—and she does. She must know just whom to permit to enter the executive sanctum and when and whom to deny the privilege. It's up to her to keep a machine-like efficiency humanized and make no mistakes in a position where mistakes are costly and tragic. She does all this, with just one assistant.

Her hours are long and uncertain, but she revels in her work. And she finds time for real enjoyment of life. She loves to travel and does whenever she has time. Her favorite recreations are automobiling and riding, with a bit of bridge and theatre sandwiched in. And she feels that her career has just begun.

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## Chess Tourney Is Postponed

THAT subtle and irresistible enemy of energetic endeavor—physical and mental—Rising Mercury, has stalked into our midst and claimed his first victim—namely, and to wit, the second chess tournament, which was announced last month.

At that time chilly breezes were still blowing high, and it was far more pleasant indoors than out. At that time, likewise, and therefore, chess enthusiasm was strong. But a month can make a lot of difference—and it did. Now, the chess enthusiasts of yestereve have begun polishing up the golf clubs and unpacking the fishing rods and—well, you know how it is.

Anyway, they decided that, after all, maybe it would be just as well—ho! hum! funny how hard it seems to be to concentrate on the chess board tonight—if there were no tournament schedules to think about for a couple of months.

So it has been decided to officially postpone the organization of the Terrace Chess Club and the next tournament until the summer days have come and gone. Meanwhile, reports that reach TATLER have it that those who partook in the last tournament are meeting across the squared boards when the mood strikes them and they're having a good time. But they don't want to be bound to schedules. In the Fall, with many new residents coming to the Terrace, the competition is expected to be keen, with numerous new entrants.

### Visitors from India

MR. and Mrs. Stuart Malcolmson, Apt. 16-F, 420 West 24th Street, have as their guests for a few weeks Mr. and Mrs. Arnold Williams. Mr. and Mrs. Williams come to us from Bombay, India, where they were married about six weeks ago.

Lady Companion to Children. Full or part time.

Mrs. Beesley EDgecombe 4-3537

Mrs. H. S. Morgan wishes to place a maid, full or part time. Excellent cook and laundress. General Housework. Write B. Simpson, 31 West 117th St. Reference Mrs. Morgan, London Terrace.

## Honi Soit Qui Mal Y Pense

TATLER to the rescue! Our lance always at point to aid fair ladies in distress, come we now to do our stuff, particularly as it all seems to have been our fault. So, herewith is printed a letter just received, which tells its own story.

"In the May issue of TATLER you offer an apology to Mr. Selby (Ed. Note—This was anent a previous listing of "Mr. and Mrs. Selby" among "New Arrivals" and there is no Mrs. Selby). As a result of this, I think I ought to come in for some such treatment. A couple of issues back you printed the fact that Mr. R. R. Dewey had moved into Apt. 1-D, 460 West 24th Street, but never even noticed that there was a Mrs. Dewey. I really felt quite crushed and, as a result, I have an inferiority complex with the hall boys. I feel that they might suspect that there really wasn't a Mrs. Dewey and I don't know how else to explain my constant residence there.

"With the sincere hope that you will clear my good name and restore me to my former status, I am,

"Cordially,

"MARGARET W. DEWEY  
"(Mrs. R. R. Dewey)

"I insist!"

(One marked copy of this issue will be sent to each hall boy.)

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is difficult nowadays—unless you sit on the job and see that every cent is well spent.

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## Extra! Another "Dark Horse" Champ Crowned in Terrace "Mibs" Tourney

STRIDENT shouts of "everies," "knuckles down," "inchies," resounded through the Terrace gardens and another championship match was under way.

Inspired by the chess tournament of their elders, our very much younger set at London Terrace held a "mibs" championship and following in the footsteps of the chess tourney, another "dark horse" came to the fore to sweep his way to glory, the championship and material gain, as the match was played for "keeps."

Eugene Scofield, son of our resident manager, John J. Scofield, was the aforesaid "dark horse," or should we say "pony"? Gene had to borrow a marble to get in the game and now he has them all. He won a conclusive victory over the other contenders, Murray Burgess, 17-E, 460, and Billy Hayes, 6-C, 420.

Whenever they prevail on their parents to buy them more marbles, all they have to do is to appear in the garden and Eugene wins them all away, regardless of whether

they're "realies," "glassies," or just plain "immies."

The champion said, in an exclusive interview with TATLER yesterday, that he did it all for London Terrace.

## London Terrace Barber Shop Will Open in July

EARLY in July, the Terrace is going to have its own barber shop and beauty parlor at 463 West 23rd Street.

Peter Ailara is opening it and if you're barber-wise, you know Peter is the gentleman, late of the Hotel Belmont and Federal Barber Shops, who is noted throughout New York for his haircuts and shaves. Peter was eight years with the Belmont and nine years with Federal.

TELEPHONE, CHELSEA 3-5858

**Dr. Paul Robert Jacobs**  
DENTIST

LONDON TERRACE  
415 West 23rd Street, New York City

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# Old Chelsea Village Begins to Grow Up

## Orchard Raids Lead to New Era of Great Development

(Continued from page 3)

manor into a great residential section.

Chelsea Village had been expanding gradually for quite a period. Its population was growing, but it was a rather haphazard process. The roads, such as they were, wound about in an apparently aimless manner.

As he wandered about during that winter, Dr. Moore decided that something ought to be done about it. He talked over the situation with his neighbors and found that they concurred heartily. They all agreed that Chelsea should have definitely planned streets so that the settlement could develop along more reasonable and practical lines. Dr. Moore foresaw the future development of New York as a metropolis which would eventually reach Chelsea and sweep on past it up Manhattan Island, and he wanted the district to be ready to become part of the great city.

### Cut City Streets

All through the early months of 1823, he led the movement to have city streets cut through Chelsea and before the end of the year saw the work well under way. By the early part of 1824, Chelsea had become a region of well-planned city blocks.

The effect was marked, although progress continued to be slow. Chelsea began to take on the character of a suburb and numerous excellent dwellings were erected during the course of the next few years, many of which are still standing.

Now, while the well-to-do residents of New York were learning how desirable a section Chelsea was becoming, the hoodlum element was also hearing about Chelsea—namely, that its apple orchards were among the finest on the island. And, of them all, that of Dr. Clement C. Moore was known as the best.

So, raids of the apple orchards in the dead of night became frequent. Dr. Moore fought them off with what facilities he had at hand, but the results weren't particularly satisfactory. The "hoods" continued to molest him. With each passing year, the orchard raids became

more exasperating, until the good doctor became completely "fed up" with the situation—so much so that he decided to quit Chelsea.

### Offered \$40,000

He had received an offer of \$40,000 for his property and when the orchard trouble promised to become worse instead of better, decided to accept it. (Today the same property is worth \$40,000,000.)

So, Dr. Moore set out one day to close the deal for his estate. But, on the way, he met a friend, James N. Wells, a real estate developer, and he told Mr. Wells of his troubles and his intentions. The real estate man protested vigorously against the doctor's move.

He suggested to Dr. Moore that he should develop his farm as a leasehold estate rather than sell it. With his hereditary love for the district, Dr. Moore was a willing listener and finally agreed to follow the suggestion, provided Mr. Wells would manage the property for him, to which the real estate man readily assented.

### For 100 Years

In the hundred years since then, the firm of James N. Wells' Sons has had the continuous handling of the Moore estate. In 1835, Mr. Wells removed his office to 191 Ninth Avenue—at the corner of 23rd Street—and the Wells office is still there, the oldest real estate office in the city remaining at one location. Since the death of

William J. Wells in 1913, James P. Eadie has been the sole proprietor.

The agreement between Dr. Moore and Mr. Wells, resulting from this chance meeting, completely revolutionized the development of Chelsea. From this time on, the progress of the district was amazingly rapid. It became the fashionable suburb of New York City and the list of notables who built homes there grew steadily.

Then came another event of major importance. In 1837, the New York legislature established new bulkhead lines for the Hudson River. Heretofore, the east bank of the Hudson ran along the western edge of the Moore estate on what is now Tenth Avenue. By the new statute, the banks of the river were pushed three blocks west. Between 1840 and 1860, this part of the river was filled in to what is now Twelfth or Thirteenth Avenue by the adjoining property owners, under grants from the state.

*Next month will be told how two builders of the early days opened the finest suburban development seen up to that time and how the first London Terrace was built.*

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## LONDON TERRACE AUNDRY

A. L. KRAMER, Mgr.

## Rapid Progress Made In Track Elimination

Of interest to Terrace residents is the recent announcement of Samuel Levy, Borough President of Manhattan, that rapid progress is being made in the elimination of the New York Central tracks from Tenth Avenue.

Demolition of buildings along the route of the new tracks from Canal to 30th Streets is about 90 per cent finished, he stated, and the remainder of the work is under contract and should be completed soon. Contracts are to be awarded in the immediate future for the foundations of the elevated structure which will carry the new tracks over a route considerably west of Tenth Avenue. In the meantime, the steam locomotives now in use will be gone within another month, to be replaced by Diesel and electric engines, the borough president said.

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## FOR MERITORIOUS SERVICE



Seventeen of the twenty-one winners of the craftsmanship awards for outstanding work in constructing London Terrace, just after they had received their certificates of merit in the Terrace dining room, May 28. Their fellow-workmen cheered them. Awards were made by the New York Building Congress.

## Terrace Now Has Official Garage

LONDON TERRACE now has its own official garage. Beginning June 1, the Excelsior garage at 562 West 23rd Street, at the corner of Eleventh Avenue, holds this status, in accordance with agreements entered into by the London Terrace management and the garage.

The management entered into negotiations with the Excelsior only after thorough investigation of the garage's service facilities, its reliability and the quality of personnel, and through the medium of TATLER wishes to express its complete confidence in the satisfaction which Terrace residents will find in dealing with the Excelsior.

The garage has excellent

storage space and is completely equipped for any type of repair or overhauling service and carries a full line of parts and accessories. It also has a complete line of lubricating oils and three brands of gasoline—Socony, Tydol and Beacon—in both high test and white.

### Visit Academy

MRS. CARL V. PERCY, Apt. 3-E, 430 West 24th Street, and her daughter Miss Josephine, spent the week-end of May 9 at New York Military Academy in Cornwall, New York, where young Samuel Percy is a cadet.

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## 21 Mechanics Given Awards

THE high standard of workmanship that has gone into the construction of London Terrace received official recognition on Thursday, May 28, when the New York Building Congress issued 21 craftsmanship awards to the mechanics whose work on this great apartment development had been outstanding.

The presentation ceremonies constituted the first official affair to be held in the dining room of the London Terrace restaurant. A speakers' platform was erected and the hall was decorated with flags for the occasion which was attended by the hundreds of laborers who are rushing the end buildings of the Terrace to completion.

The event was conducted just before the noon hour, with J. P. H. Perry of the Building Congress as chairman. Richard A. Wolff, vice-president of the Building Congress, made the awards. Other speakers were M. Murray Weisman, representing the Henry Mandel Companies, owners, builders and managers of London Terrace; R. L. Watmough of the architectural firm of Farrar & Watmough, who designed the Terrace; George Sands, superintendent of construction, and John J. Collins, labor representative. Those who received the certificates of merit were:

- Harry Miller, bricklayer.
- Max Marashinsky, carpenter.
- Anthony Stopenawske, cement mason.
- J. Frankel, electrician.
- Fred Albert, elevator constructor.
- William Gilmore, helper.
- Louis Schulman, glazier.
- Martin Matekus, laborer.
- William Brady, metal lather.
- Joseph Piedemonte, marble setter.
- John Heran, helper.
- Martin Berkowitz, ornamental iron worker.
- Nick Cassala, plasterer.
- J. Cronin, plumber.
- John Braun, sheet metal worker.
- John Purcell, steamfitter.
- Joseph Purcell, helper.
- Robert Ritchie, stone setter.
- Frank Kousky, tile setter.
- Frank Hedden, helper.
- Nicholas Evelich, asbestos worker.

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## Those Who Serve

Miss Rosalind Daniel has joined the staff of the Lease Issue Department.

Honors for the period April 15 to May 15 were won by the Uniformed Service in 445 House.

First Awards:  
 A. Price Doorman  
 R. Threehouse Elevator  
 W. McCarthy Elevator  
 L. Cimino Relief

Second Awards:  
 A. Farry Elevator  
 M. Rothman Elevator

Honor Patrolman:  
 W. Kelly

Maintenance and Cleanliness awards went to House 450, manned by the following:

Edward Roller Houseman  
 John Bernady Incinerator Man  
 George Bogosheim Night Incin. Man  
 Johanne Steffans Cleaner

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## Terrace Club

(Continued from page 3)

club and conducted as such, with the membership restricted to adult residents of Mandel apartments. A junior membership is planned to be made available for children.

### Brennan in Charge

Ward P. Brennan, new recreational director of London Terrace, will be in general charge of the club's activities, and the headquarters of the club will be at the Terrace. Immediately upon its organization, the club will launch upon its extensive sports program, which will comprise its chief activities during the summer months. With the arrival of Fall, the club program will be expanded to include numerous social activities, such as bridge, backgammon, chess, checkers and other indoor tournaments.

Mr. Brennan is already formulating special arrangements whereby facilities will be made available to members for golf, tennis, baseball, handball, bowling, archery, skating and riding, in addition to the swimming, diving, fencing and gymnastics which will be carried on at the Terrace itself. Arrangements for other sports are planned to be made when and as requested by members in sufficient numbers.

The exact date for the official organization of the club has not yet been set, but the charter is to be opened in the immediate future as it is expected to have the club in full swing within the next month.

### Something for Everybody

The only cost of membership in the club will be a nominal registration fee, designed solely to cover certain incidental expenses of the club's operations. There will be no dues. Each member of every resident family will be eligible to membership.

Within the next few days, a personal notice concerning the club will be sent to every tenanted apartment at the Terrace, enclosing application blanks. Upon receipt of the signed application, membership cards will be issued, entitling you to all the privileges of the club—which will be many.

The Terrace Club will play an increasingly important part in making life more pleasant for you. Its program calls for a continual progression of events so that there will always be something doing of such a varied nature as to meet the wishes of everyone.

## New Arrivals

AMONG the new arrivals at London Terrace during May are:

Messrs. Gerald Gilroy and Luis Osborne, Apt. 2-E, 440 West 24th Street.

Mr. Henry Klapisch, Apt. 1-D, 455 West 23rd Street.

Mr. and Mrs. Bernard Ryan, Apt. 8-D, 435 West 23rd Street.

Mr. Dominick Abruzzese, Apt. 12-D, 455 West 23rd Street.

Mr. and Mrs. Julius Kobsa, Apt. 9-D, 455 West 23rd Street.

Miss Ardeane R. White, Apt. 2-D, 420 West 24th Street.

Mr. and Mrs. Jerry L. Demarest, Apt. 9-F, 425 West 23rd Street.

Dr. Paul Jacobs, Apt. 1-B, 415 West 23rd Street.

Dr. and Mrs. B. M. Warren, Apt. 1-E, 425 West 23rd Street.

Mr. Bernard Cooke, Apt. 9-D, 450 West 24th Street.

Miss Mary Long, Apt. 5-A, 455 West 23rd Street.

Mr. and Mrs. Bruce E. Grunden, Apt. 6-D, 430 West 24th Street.

### View Terrace

WALTER A. GUENTHER, Comptroller of Sailors' Snug Harbor, visited London Terrace on Wednesday, May 13, with Mr. Howard E. Drake, President of the Howard E. Drake Construction Company, which is interested principally in apartment house projects in Westchester County.

### Off to Paris

MRS. EDWARD E. WATROUS, Apt. 5-A, 460 West 24th Street, sailed June 1 on the SS. *Columbia* for a two months' trip to Paris.

## Lillie Beauty Studio

Formerly with Saks Fifth Ave. and Helena Rubinstein

WE specialize in bringing back to normalcy, hair that has been mistreated elsewhere — Frederick Permanent Marcel Wave .....\$6.00 French Finger Marcel Wave .....\$1.00 The utmost in skillful workmanship is yours.

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