

"A
Bushel
of
March
Dust

London Terrace

Is
Worth
a
King's
Ransom"

Vol. I, No. 4

New York City, N. Y.

March, 1931

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 the present.

IV

FROM FARM TO VILLAGE

BEFORE the death of Bishop Moore, Chelsea was already losing its rural status and had become a definite community outside the city limits. Its gently rolling hills and peaceful vistas had made it an attractive summer retreat and residential section with a considerable number of homes scattered around the old Clarke farm. At this time the northern boundaries of New York City are just south of Greenwich Village. The Chelsea area attracted many residents of Greenwich and also drew a number of families from the towns to the north, particularly Bloomingdale and Harlem. Chelsea never was an incorporated village, but was known through the early years as Chelsea in Greenwich.

The Chelsea area at one time served as a haven of refuge for

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Builders Hurry Avenue Units; Job Is Speeded

A COMPLETED London Terrace is visualized with the removal of sidewalk bridges and the hastening of installation of store fronts on Ninth Avenue and West 23rd Street.

Exterior masonry on the Ninth Avenue building is nearing completion and exterior glazing has already been started. The main dining room, which will be located in the Ninth Avenue end of the vast development, is being pushed to completion. An ornamental ceiling with a large central dome is taking shape and will be finished in a few weeks.

Work has likewise been speeded on the Tenth Avenue building so that the two uncompleted units will receive their finishing touches at approximately the same time.

The large swimming pool in the Tenth Avenue unit and the vault for the Chemical Bank & Trust Company branch that will occupy the southwest ground floor corner, will soon be ready for tiling and plastering, respectively.

Terrace Is Convenient To Financial Center

Because of its accessibility to the downtown financial district, London Terrace attracts a great many Wall Street people.

One of the most prominent of these is William S. Muller, Apt. 14-E, 445 West 23rd Street. Mr. Muller was elected president of the New York Curb Exchange recently, for the fourth consecutive time.

Playwright May Call Upon Terrace Talent

MR. CARL SANDELL, Apt. 1-A, 415 West 23rd Street, is writing a play and at some future time may call on some of the talent which undoubtedly exists in London Terrace. Mr. Sandell regrets that he cannot at this time divulge the nature or the theme of his play. TATLER wishes, however, to extend a word of praise and congratulation to Mr. Sandell for this effort, which should ultimately prove to be very interesting to London Terrace neighbors.

Author Roved Oceans Before Writing Book

BERIL BECKER of 6-C, 455 West 23rd Street, is the author of a romantic biography, "Paul Gauguin—the Calm Madman" to be published the 16th of this month by Boni Brothers.

Mr. Becker has himself had a romantic career. Like Joseph Conrad he followed to sea before he took up writing. He gained valuable experience, he says, as a radio operator on tropical tankers. He has studied archeology in Paris and is a student of psychology. Mr. Becker is a graduate of Columbia University—this is his first book.

Building Fads Bound To Pass Says Architect

FADS in skyscraper design will pass into oblivion along with mission furniture and the horse-hair sofa. Such is the opinion of Victor C. Farrar, of the architectural firm of Farrar & Watmough, designers of London Terrace and other large-scale New York building projects.

"Whenever the designer gives himself up to shapes and forms that serve no purpose and really are ugly, he betrays his lack of artistic depth. The only defense that the exponents of ultra-modern art have to offer for their gymnastics—and it seems to me to be a very weak defense—is novelty.

"My own answer to this is that the Greeks, whom we still follow in architecture, developed freedom of expression to a degree never before or since approximated by any civilization. Yet, the clas-

(Continued on page 4)

Resident Wins "Early Broun"

Rival Contestant Gets Consolation Letter

IRENE TAYLOR SCHULTZ, known also as Mrs. Lester J. Schultz, Apt. 6-C, 420 West 24th Street, TATLER shopping columnist and social editor, tells how she "almost" came to own the first "Early Broun" at London Terrace. For the benefit of those to whom the name Broun may mean anything or nothing, it might be well to explain that Heywood Broun, the garrulous and mournful *New York Telegram* columnist and radio personage, is the son of an artist in oils as well as a writer. In a recent radio contest he received three of his own modern-

istic attempts as prizes for work submitted to him. And, much to Mrs. Schultz's surprise (she dabbles in colors herself, she admits), a Terrace resident carried off the honors.

That person (then unknown to her) happens to be Don Hartman, Apt. 2-F, 425 West 23rd Street. Mrs. Schultz declares she has consoled herself by viewing Mr. Hartman's prize (a marine subject), which he has hung in his apartment.

"At least," says Mrs. Schultz, "I've had a nice letter from Mr. Broun and he's sent best wishes."

Oh For One Real Snow! Mourns Superintendent

Unless the fates relent, E. C. Meulenbergh, Terrace superintendent, will go through the winter without adequately testing a magnificent snowplow bought last October to clear the drifts from spacious Terrace sidewalks.

A fall of four inches earlier in the season afforded the service department the only opportunity for measuring the efficiency of the plow, which Mr. Meulenbergh plans to hitch to his automobile and clear the sidewalks in a jiffy.

"Shucks, that was only a dribble," Mr. Meulenbergh is said to have mournfully stated. "What we need is a real snow—and then I'll show you something that is something!"



Vol. I March, 1931 No. 4

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

MARCH

MARCH, which reputedly comes in like a lion, is a month of activity. This blustery brother of the calendar brings with him a host of religious and festival days. March 3 is celebrated throughout Jewry as the Feast of Purim; March 22 is Passion Day for Christians, and Palm Sunday falls on the 29th. The 25th is recognized by some churches as Lady Day or the Annunciation of the Virgin.

The 2nd is Flag Day in Texas. Pennsylvania observes the 4th as Pennsylvania Day in commemoration of the granting of the charter to that colony in 1681. The 4th is Shrove Tuesday and is observed as Mardi Gras in Alabama, Florida and Louisiana. The 22nd is Emancipation Day in Porto Rico. The 25th is Maryland Day in that state, and the 30th is Seward Day in Alaska. Arbor Day is observed in Arkansas on the first Saturday in March, and California celebrates Arbor Day on the 7th, Luther Burbank's birthday.

ENGLISH INNS

THE traveler in England who will essay into the unbeaten paths and visit its old inns will find a delight that will amply repay him. He will often find that the lord and master of rubicund countenance and generous girth who receives him is not the boss. This pleasant person merely supplies the smile and adds the personality, but the real master is the innkeeper's wife. She is up at dawn for the purchase of supplies in the distant market, keeps a keen watchful eye on the kitchen and superintends the general comfort of her guests. Quite often too the daughter assists in the mornings with the housework and in the evening graces the bar in serving ale and stout.

The march of time that has wrought many changes in the urban centers has left the old inns of England quite undisturbed. Measured in the light of modern hostelries, much of their discomfort still remains. You may find your water pitcher frozen in the morning, but what is that to the exhilaration of a shave with the help of a steaming mug of water brought by the pretty maid?

Those who are accustomed to the light, sketchy breakfast of the average business man are not at all dismayed at the sight of a well-laden breakfast table in the old English inn. In cheerful company, the smoked bloaters, kippers and marmalade have an epicurean appeal not generally possible at home.

These old inns of the rolling countryside are a tie between the old and the new. Generations of owners have come and passed on, but the inns stand as a gracious reminder of old time hospitality.

—JOHN J. SCOFIELD

Tatler Tales

MARCH promises to be a month of activity at The Terrace. Although many are away on pleasant sojourns in the sunny southland and others are voyaging to Bermuda, the West Indies and other intriguing places, the rest of us find the calendar crowded with engagements and opportunities for indulging in a never-ending round of activities. TATLER finds it possible to publish many more items regarding Terrace tenants. If TATLER fails to mention the happenings in many Terrace households, it is because we have not been advised of every tenant's activities. A note addressed to TATLER recording what you may consider the most trivial item about yourself or family, will be news to Terrace neighbors and of importance in the realm of daily happenings in this individualized colony. Items will be gratefully received at the Manager's office, or ask your telephone operator to connect you with a TATLER reporter. After all, "Tatler Tales" is your very own contribution to this unique newspaper.

* * *

Dr. and Mrs. Joseph Van den Berg, Apt. 7-B, 445 West 23rd Street, sailed on the "Duchess of Bedford" on February 11 for a South American cruise, including stopovers in Bermuda, Panama, Venezuela, Curacao, and other interesting places. The Van den Bergs expect to be away for over a month.

* * *

Mrs. Jenette Stuckey, Apt. 10-F, 415 West 23rd Street, is spending a few weeks at the Hotel Fenway, Miami, Florida.

* * *

Mr. and Mrs. Carrington Stanford, Apt. 4-F, 440 West 24th Street, have returned from a vacation of several weeks in Florida.

* * *

We are pleased to learn that William M. Bristol, Sr., Apt. 14-A, 460 West 24th Street, is well on the way to recovery after an illness of several weeks.

* * *

Mrs. Jane R. Spaulding, Apt. 6-F, 440 West 24th Street, is visiting Mrs. Emma W. Cupp in Washington, D. C., for a few days.

* * *

Mr. and Mrs. Clarence A. Lloyd, Apt. 7-C, 415 West 23rd Street, are spending the winter in Miami. Their apartment has been subleased until their return by Messrs. R. P. Tiffany, W. A. Manty and A. B. Chisholm, whom we welcome to London Terrace.

* * *

Mrs. Elizabeth L. Romaine and daughter Betty, who live in apartment 2-D, 415 West 23rd Street, make up a secretarial family. Mrs. Romaine is private secretary to Arthur Curtiss James, the capitalist, and Miss Romaine is secretary to L. D. Jordan, general manager, of the Bank for Savings.

—TATLER.

Old Country Dishes

From The Landmark (London)

EVERY visitor to England who arrives from overseas comes with the hope and expectation of meeting with foods and dishes that he is sure are traditional in particular districts, and with which he looks forward to making acquaintance when he reaches a particular neighborhood.

There are so many more such "landmarks" than any mere visitor is ever likely to know of that it is good to learn how a few folk have been wise enough to set up an English Folk Cookery Association to supplement the English Folklore Society that has done such good work. This venture confines its activities to foods, dishes, recipes and practices peculiar to the English counties. It has plenty of reason for coming into existence, as the spread of hotels all run on the same "efficient" model tending to obliterate individuality in country hotels and inns, just as the increasing use of imported foods is leading the housewife to forget her old recipes and her hand to lose its cunning.

* * *

WITHOUT entrenching on the province marked out for itself by the English Folk Cookery Association, we offer a few suggestions to coming visitors that may serve to whet appetite and revive memories. They come to the mind at the moment because other visitors from overseas have been loud in their praises of English food, as they have been served with it while attending conferences that were called to deal with far more important matters. We have had, for example, the head of the Japanese delegation to the recent London Naval Conference praising English mutton as being beyond comparison. That may be so, indeed we believe it is, but we are quite sure that in the limited time at his disposal this critical gastronome will not have been as far as Cumberland to taste a traditional Cumberland Mutton Pie, and therefore he will still have something to learn about English mutton! People who come with more leisure should, however, make an effort to get one of these pies, fresh, hot and savoury, at the end of a long day's tramp or a long charabanc drive, and they will find them as wonderful in their way as the mountains and the lakes.

* * *

EVERY domestically-minded man or woman who goes into Derbyshire makes sure of getting hold of the original recipe for making Bakewell Pudding or Tart. They may or may not do so, because so many people claim to be the original makers of that confection; but we wonder how many who go into Nottinghamshire in order to visit the Dukeries know that in Mansfield they make Gooseberry Pork Pie for which that little town is deservedly famous?

Then it is commonly held that only a Yorkshire woman can make a Yorkshire Pudding correctly. That is true, if you can anywhere find a woman who is still using an open hearth for roasting her beef, and has a hearty...

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Chelsea History Is Told In Story

(Continued from page 1)

New York City residents. This was in 1798, when an epidemic of yellow fever infested New York. Most of the families who could afford to do so fled from New York City while the scourge was raging, and many of them came to Chelsea where they remained until the ravages of the epidemic had ceased, only venturing into the city itself occasionally after dark to obtain their mail. Since it is not unusual that some good results from evil on occasion, the epidemic might be said to have been somewhat of a boon for Chelsea since it introduced many families to its attractiveness as a residential center and greatly helped its development.

At this time communication with New York City to the south and other parts of Manhattan Island was limited to a few highways. Broadway, of course, existed at this time but was known as Kingsbridge Road and somewhat later as Bloomingdale Road. Connecting Chelsea with Greenwich was the Fitzroy Road that ran almost parallel to Eighth Avenue and merged with Broadway somewhere in the vicinity of the present site of the John Wanamaker store at Ninth Street. Another important highway of the section bore the romantic name of Love Lane, which appears to have been the apt name for it, since it wandered around with the nonchalance of sweethearts roaming the fields with no particular objective. It started just west of the Moore home on what is now Twenty-ninth Street near the banks of the Hudson between Ninth and Tenth Avenues. Love Lane ran in a southerly direction to Twenty-first Street and then turned east in an approximately straight line to Third Avenue, where it swung to the north, terminating near Twenty-fourth Street between Third and Second Avenues. Love Lane crossed Bloomingdale Road in the region just south of what is now the Flatiron Building and thereby made a connection with Bowery Lane somewhere in the vicinity of Eighth Street. Love Lane also joined the Boston Post Road which at that time ran almost parallel with Third Avenue. As New York became more prosaic in later years Love Lane became

WHERE HISTORY WAS MADE



Old London Terrace, as it appeared a few days before workmen began to tear down the historic row in May, 1929. The present 23rd Street, pictured here, was known in early Chelsea history as Love Lane. Along this thoroughfare passed New York's great and near-great of a century.

known by the much less thrilling title of Abingdon Road.

Next month will be told the story of how Dr. Moore came to write his famous Christmas poem, "A Visit from Saint Nicholas," and his subsequent distress concerning it.

Avenue Floor Plans Ready for Release

FLOOR plans of the nearly completed avenue buildings are now available, according to Charles Weingart, rental manager of London Terrace. These apartments, which are to be ready for occupancy July 1, will offer the same diversity of arrangement and convenience found in the occupied suites, says Mr. Weingart, and rentals will remain at the same modest figures for the entire building. Plans may be had by calling at the renting office.

Judge and Mrs. Anthony F. Burke, 6-B, 425 West 23rd Street, entertained at supper bridge on Feb. 11th, in honor of the engagement of Miss Catherine Lodge of New York, to Dr. Charles O'Reilly of Kingston, New York. Judge and Mrs. Burke also entertained at dinner and bridge on Feb. 14th Mr. and Mrs. Thomas V. O'Connor of Far Rockaway.

The surest sign of approaching spring-time at London Terrace is the rare and exotic growth of moustaches. Charles Weingart, rental manager, and J. M. Sharon, auditor's staff, are both the proud possessors of incipient "strainers." There ought to be a prize of a silver moustache cup for the winner and the race should end on March 21, the first day of spring.

Where to Shop

THERE is a gay bit of Greenwich Village in the Westward Gallery, opposite London Terrace at 424 West 23rd Street. There are so many interesting objects in this shop that specializes in things modern—stationery, novelties in pottery and metals. There are also delightful prints and water colors, and greeting cards that suit every occasion—in fact, a seemingly endless supply of everything unusual. It's so difficult for a spendthrift to control any equilibrium here!

You'll find a huge display of the latest cameras—still or movie—at the Eastman Kodak Store, 235 West 23rd Street. One can be sure of receiving expert and courteous camera craft advice here and without charge.

When that awkward moment arrives and you find yourself badly in need of a shirt or collar—the Carteret Men's Shop, 212 West 23rd Street will solve your problem.

If your watch should get you late either to work or to the theater you can have the miscreant examined and repaired at the Chelsea Watch Repairing Shop, Eighth Avenue and West 23rd Street.

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Tiny Arrivals

MR. and Mrs. Arthur W. Forester are the proud parents of Arthur Field Forester, born on January 16. Mrs. Forester is the daughter of Mr. and Mrs. Howard B. Cook, Penthouse, 445 West 23rd Street.

Mr. and Mrs. Edmund H. Jewett, Apt. 17-E, 455 West 23rd Street, are now the proud grandfather and grandmother of little Miss Nancy Jewett. Nancy is the daughter of Mr. and Mrs. Gordon W. Jewett.

There are two other London Terrace babies—Miss Anita Rogosin, daughter of Mr. and Mrs. Harry B. Rogosin, Apt. 11-B, 415 West 23rd Street, and Miss Diana Luhn, daughter of Mr. and Mrs. H. P. Luhn, Apt. 7-A, 445 West 23rd Street.

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New Arrivals

AMONG those who have come to live at London Terrace are the following:

Mr. Robert Brenner and Mr. Arthur Pforr, 6-D, 460 West 24th Street.

Mr. and Mrs. Chester Thorpe, 6-B, 415 West 23rd Street.

Mr. and Mrs. Perry A. Trude, 3-C, 415 West 23rd Street.

Miss Helen Eddy and her mother, Mrs. Eddy, 2-F, 435 West 23rd Street.

Mr. and Mrs. Edward Michiels, 3-D, 440 West 24th Street.

Miss Marjorie Rigby, 1-C, 420 West 24th Street.

Mr. Rockford Richard Dewey, 1-D, 460 West 24th Street.

Mr. and Mrs. Richard J. Edwards, 2-E, 435 West 23rd Street.

Mr. Gerald H. Chichester, Apt. 2-C, 460 West 24th Street.

Cheerio to all!

Where to Shop

(Continued from page 3)

If you happen to be the type of man who prefers a personal cigar, Mr. Berger of 170 Ninth Avenue will "tailor" you a brand to fit your individual taste. I understand this shop has been in business for just years and years.

I wouldn't dare suggest what books you ought to be reading, but if you are in doubt about things literary and want some advice and some books call the London Terrace News Service and the latest best sellers will be promptly sent to your apartment for examination. If you will ask Mr. Martin he will gladly give you a wealth of information about recent publications.

This department is finally gaining fame! We're getting fan mail, and all that sort of thing and we've even had an anonymous letter. Dear oh dear!

Then some one called on the telephone to inquire if I could suggest where a bridge prize might be bought. Hardly without a moment's cogitation this department suggested the Westward Gallery. Then another housewife needed a dressmaker. Another perplexed person wondered if we might reveal a dog exercising service. All of these momentous questions have been answered—satisfactorily we hope and now we nonchalantly await next month's flood of mail and telephone calls.

—Irene Taylor Schultz
Apt. 6-C, 420 West 24th Street

LONDON TERRACE PLANNERS



Photo by Lazarnick

Richard L. Watmough (seated) and Victor C. Farrar (standing), the designers of London Terrace and other outstanding New York buildings, began an interesting architectural partnership by planning and executing the Lombardy Hotel for Mr. Mandel in 1926. Shortly thereafter they established their firm and have planned or completed for Mr. Mandel such projects as the Brittany and Tuscany Hotels, Three Eighty-five Fifth Avenue, a group of residential buildings in Seventh Avenue, and the large Mandel development in 57th Street.

Mr. Watmough was born in Philadelphia, studied at the University of Pennsylvania and under Laloux at the L'Ecole des Beaux Arts in Paris. For a time Mr. Watmough was a designer in the office of the Supervising Architect of the U. S. Treasury Department in Washington. He came to New York more than 20 years ago and was formerly associated with the prominent architectural firm of Warren & Wetmore. He is a member of the Society of Beaux Arts Architects, the Architectural League of New York, the American Institute of Architects, the T Square Club of Philadelphia and the Washington Architectural Club.

Although Mr. Farrar was born in Oregon he was raised a Californian. He was educated in Sacramento, the Berkeley Preparatory School, the University of California, and the California School of Arts and Sciences. He confesses to having run away from classes to join an architectural firm. His first job paid him \$10 a month. He went to Hawaii and gained considerable architectural experience there. He came East in 1910 to study in Paris but went to work for Raymond F. Almira and was placed in charge of plans for the Brooklyn Public Library. Later he worked for Delano & Aldrich, architects, and in 1918 went into business for himself.

Hudson Guild Makes Friends In Chelsea

AT the Hudson Guild, 436 West 27th Street, Dr. John Lovejoy Elliott is conducting a program in character building. In 1895 Dr. Elliott gathered twenty boys together and started his now famous settlement. Chelsea was then a heterogeneous community of disorganized interests.

Among many other activities the Guild runs a Cooperative Store and Thrift Shop, a farm comprising 500 acres at Netcong, N. J., and a model tenement at 441 West 28th Street. Terrace residents are invited to visit the Guild home at any time.

Building Fads Bound To Pass

(Continued from page 1)

...sic school followed rigid rules and achieved greatness by doing so.

Metal Is Popular

"Not a few of our modern buildings are being designed by the manufacturers who come along with special metals and spangles. I do not believe that architecture in America is going to succumb to this fad for metals. Such sporadic movements always pass as we get our feet on the ground.

"Perhaps New York stands as an example to the rest of the country because here we are nearer Europe from whence many pseudo art movements emanate. It is therefore significant that even the Europeans are rejecting the insincere in art. About a month ago one of the largest Paris department stores found that their ultra-modern art stocks were not selling. This was not due to any financial crisis because classic art and classic decorations sold well. The director voted to toss out every piece of ultra-modern merchandise and took the loss stoically, while every piece of fabric that bore modern art design was sent to the dye factory where it was converted into plain, solid-colored cloth and sold at reduced prices.

Calls Moderns Insincere

"One of the directors in explaining this step declared that so-called modern art had never been sincere anyhow. It was, he said, the result of a lack of willingness to study. As far as his stock was concerned, modern art had ceased to be.

"Cubism and other deviant forms began abroad and are in no sense original with us. Therefore we can not go on with modernism in architecture and lay claim

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Chessnuts Will Begin Match Play March 9th

The first annual London Terrace Chess Tournament will open the week of March 9, with the following entries:

Daniel S. Schenck, 17-B, 420 W. 24th; Charles L. Moreau, 16-E, 450 W. 24th; Ernst Woltmann, 6-E, 455 W. 23rd; J. W. Woltmann, 6-E, 455 W. 24th; H. R. Mandel, home office; Miss Resli Tuckerman, administration office; Aaron Mizel, rental office; E. J. Westrate, home office.

Final details of the championship tourney are now being arranged. Each entrant will be personally notified as to first pairings before March 5.

Our Social Whirl

MRS. JOHN FICHTLEMAN, Apt. 2-D, 460 West 24th Street, will entertain on March 11 a shower for Miss Marion Giltin, who is to be married to V. Frank Canavan.

Mrs. Edwin H. Gertz, Apt. 1-E, 435 West 23rd Street, is one of our busiest hostesses. The old Thursday Bridge Club met again at her apartment on February 5. The game was preceded by a delightful luncheon. The guest of honor was Mrs. William Masel, well known in New York social circles for her connection with Hansel and Jones Musical Management.

Other guests included Miss My Mellish, soprano of the Metropolitan Opera Company, Mrs. William B. Hulbert, Mrs. Florence Manacci, Mrs. L. Ligouri of New Rochelle, Mrs. G. Batsholtz and Mrs. J. Meckelberg of New York City.

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Mr. and Mrs. C. M. Simmonds and daughter, 1-E, 450 West 24th Street, entertained at tea Sunday, Feb. 8th. Those present were Mr. and Mrs. H. S. Morgan, Miss Pinkey Morgan, and Mrs. Seiders of 460 West 24th Street, and Mrs. Hawley Turner of One Fifth Ave.

Mr. Charles Vincent Mullen, 3-D, 430 West 24th Street, entertained twenty guests at a farewell tea on Sunday, March 21st, in honor of Dr. and Mrs. Henry White Callahan and Miss Alice Moran of Brooklyn, who are sailing for an extended Caribbean cruise on the S.S. *Brittanic*.

Among Mr. Mullen's other guests were Mme. Margaret Volavvy, the well known Bohemian pianist who played several selections. Other musicians who participated were Miss Henrietta Mastin, contralto, Mrs. Herman Butler, soprano, Mr. Richard Hall and Dr. E. C. McBeath.

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Writer Once Designed Clothes In Hollywood

Among the distinguished authors and artists who make the Terrace their home is H. M. K. Smith, Apt. 10-F, 455 West 23rd Street. In the March issue of the *North American Review* is the third of a series of Oriental love stories, written by Mr. Smith, entitled "Lilies of Jade." Mr. Smith is now engaged in the preparation of the memoirs of Baroness von Hedemann, protégée of the Empress Eugenie and Napoleon III, who died a week ago at the age of 83. The biography will appear in serial form, it is said.

Mr. Smith confesses that he "quit pictures to write." He was formerly associated with Famous Players as costume director and before that was manager and adviser to Lady Duff Gordon, known as Lucille, the famous dressmaker.

This versatile man of parts is also an expert cook. His writings have appeared in *Smart Set*, *Photo Play*, *Ladies Home Journal*, *North American Review*, *McClure's* and other magazines.

Looks Like a Gallery!

Perhaps the name should be changed to London Terrace Art Galleries, because in addition to the new Lending Library, the magazines and dailies, the London Terrace News Service now boasts that the walls of this busy establishment are hung with oil paintings and prints. They're really worth seeing—and buying.

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Churches Of Old Chelsea

Note—Mindful that Chelsea's Churches have played an important part in the history of the community, TATLER presents this first of a series of sketches dealing with the establishment of Chelsea congregations. It is here related how members of old Manor Reformed once held services in an "old hall . . . over a saloon" before they finally were able to achieve their full-fledged status of today.

DURING the winter of 1854, Mr. R. G. Pardee of the Sabbath School Union, aided by Mr. George S. Conover of the Old South Dutch Reformed Church and a few ladies and gentlemen from the churches in the vicinity of 25th Street and Ninth Avenue, began the work now known as Manor Church, 348-350 West 26th Street, which this year celebrates its Seventy-fifth Anniversary.

IT was known as Sunday School No. 120, and with one exception was the oldest Mission School in the city. It continued under the direction of Mr. Pardee until April 8th, 1855, when a meeting was held in Chelsea Manor Hall, corner 26th Street and Ninth Avenue, and organized as Manor Mission Sunday School, with a Mr. Joseph Wales elected as superintendent.

THE first meeting place was in an "old hall of Chelsea Manor over a drinking saloon at Twenty-fifth Street and Ninth Avenue." Here it continued and prospered as a Mission School until "November 25th, 1856, when the school was taken under the fostering care of the South Reformed Church."

The Old South Church had its home at that time at the corner of 21st Street and Fifth Avenue; in 1873 it provided the Mission "with a beautiful chapel, as a permanent home at 348 West 26th Street, at a cost of \$25,000."

TWENTY-FOUR years ago, in 1907, an additional lot was secured at 350 West 26th Street and the present building was erected at 348-350 West 26th Street. With the first building on 26th Street it became Manor Chapel; and Oct. 11, 1923, the membership of Manor Chapel peti-

tioned the *Classis* of New York to accept Manor Chapel as a full fledged Church. This petition was unanimously accepted by the *Classis* of New York, and Manor Chapel became Manor Church.

The names of the pastors in charge since the early days to the present are: Revs. David L. Kiehle, W. A. Brooks, E. A. Elmore, J. L. Goodnight, J. A. Billingsly, Jame Palmer, F. E. Bolster and Charles W. Gulick.

Frank Wright, Patrolman of 23rd Street, recently took the examination for admission to the New York City police force and passed with an exceptionally high average. He is now waiting for his appointment to "New York's Finest."

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FRESH DAILY



Old Country Dishes

(Continued from page 2)

in which she can set the tin to hold the batter, and so let her pudding cook with the drippings from the joint falling upon it. Otherwise you will find a batter pudding baked in an oven and served with roast beef is "Yorkshire Pudding" all over the world!

* * *

Except that Shrewsbury is in Shropshire and that a recipe for Shrewsbury Cakes is to be found in every cookery book, few are aware that Shropshire holds the palm among counties for a delectable Pie that has in it neither game nor any special meat, save only rabbit and some fat bacon. It is this county that has the secret of combining artichoke bottoms and forcemeat balls with the brown mustard, in such a way as none other does so well.

Everyone knows, of course, that Wiltshire means Bath Buns, Devonshire means Olivers, Sally Lunn's, among many other good things. But that Bath Chap was originally a specialty of the same city is not so generally understood because it can be bought now wherever Cheddar Cheese is to be had. Furtly, or Frumenty is a true Somersetshire dish that should be asked for when in the county, and will probably not be found anywhere else.

One may safely assert that in Norfolk county alone is the Norfolk Biffin to be found, but that the Yarmouth Bloater, met with all over the world, is never served in such relishable style as in a Yarmouth hotel will probably be news to most travellers.

Were an overseas visitor to be asked what he would expect to find in Cornwall he might hesitate whether to say first the Pilchard or the Pasty. That he might find a combination of Leeks and Pilchards in the same Pasty would

probably be news to him, and if asked to say why the pasty itself differed so much from any other kind of pastry, would be quite unable to give an answer.

These are just a few among Old English Country Dishes that deserve to be sought out and kept in remembrance.

The Landmark is the monthly magazine of The English-Speaking Union.

One of the new "Hello" girls at the telephone switchboard is Miss Agnes Hinchey.

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Those Who Serve

We are pleased to announce the appointment of Miss Hildred Winston as Chief Operator in charge of the telephone switchboards following the resignation of Miss Elizabeth Toner.

The prize awards under the new system as announced in the February issue of Tatler went to 430 West 24th Street. Prizes were won by the following:
Doorman Terence McGorry
Doorman Thomas McManus
Elevator Irving Shuls
Elevator James Morrissey
Elevator Raoul Threehouse
Elevator and Door John Burton
Relief Frank O'Brien
Porter Hugh Friel
Cleaner Mrs. Jennie R. Heaps
Patrolman William Wright
Incinerator Man John Bernady
Incinerator Man George Bogosheim

To continue with the staff talent list—William Parisi, the Head Painter, was somewhat aggrieved because we didn't mention him while speaking of singers in our last issue. If you remember seeing on Loew's circuit a team called Marco & Delmonte (songs, dances and funny sayings), Marco was Mr. Parisi. About the change from vaudeville to Head Painter, Mr. Parisi refuses information—it's one of the dark secrets of a "checkered," or perhaps we should say colorful, career.

Building Fads

(Continued from page 4)

to originality. Those who practice this formless 'art' are only deluding themselves. It lacks sincerity, depth and true value—for real art is achieved by the pursuit of harmony and the intelligent and painstaking application of the soundest principles."

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Studio-Like Atmosphere

Mr. Farrar holds that New York architecture is already getting back to essentials. Architects, he says, pretty generally agree that ultra-modernism is basically unsound.

Barber-pole Designs

"If the modern cult should run much further we might see our skylines marred with slapstick barber-pole designs. A few architectural atrocities have been committed in America in the name of art, but fortunately such crimes against good taste will never be permanently tolerated. Public opinion will finally hoot such efforts from the American scene.

"It is my belief that we have developed a distinctive architecture in our skyscrapers. Here in New York we have some encouraging examples of what we shall see in the future. The symptoms of real art are discernible, and we are going to observe marked improvements. However, I believe that the most striking advances will come in another direction, and that is the development of entire blocks for civic, business and residential projects.

Larger Units Coming

"With Manhattan life becoming more complicated and transportation already a serious question, we are going to see the planning and execution of large-scale projects. In great units it is possible to give the New Yorker better facilities for city living."

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