

# London Terrace Cattler

Vol. I, No. 6

New York City, N. Y.

May, 1931



The Magnificent Gardens of London Terrace

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AND MANY OTHER FEATURES

## *A Useful Neighbor*

With the opening during the month of May of the new office of this Bank in London Terrace at 10th Avenue and 23rd Street, residents and business interests of the Chelsea District will be afforded the facilities of one of New York's oldest and most substantial banking institutions.

The new office is arranged to afford every convenience and facility to customers, including modern safe deposit vaults and vaults for the storage of silverware and other valuables.

The officers in charge of this office will welcome the opportunity of discussing with prospective clients their financial problems.

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## *Take Your Friends To* **The APARTMENT SHOP**

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at **London Terrace**, Reproduced Full-Sized  
Completely Equipped

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The  
Gardens  
Will Be  
In  
Bloom



And the  
Pool  
Will  
Open  
In June

Vol. I, No. 6

New York City, N. Y.

May, 1931

## Chemical Bank Opens Terrace Branch In May

**B**ANKING facilities at your doorstep is the newest of London Terrace services offered you.

The Chemical Bank & Trust Company will open a branch in London Terrace at Tenth Avenue and 23rd Street early this month.

The new branch will have complete banking facilities. Both checking and compound interest accounts will be handled. In addition, a trust department, a customer's security department and a foreign department will be maintained. Modern safe deposit vaults and vaults for storage of silverware and other valuables will be available.

Frank I. Curry is the manager of the new London Terrace office and John L. Brenner the assistant manager.

The Chemical Bank was founded in 1823 as a chemical manufacturing company. In 1824, the charter of the company was amended so that the directors could carry on a general banking business.

An office was opened at 216 Broadway which was the first bank on Broadway. Nine of the twelve

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### TWEET! TWEET!

#### Canary Life Savers Now

**T**AKING care of canaries is the latest London Terrace service. John M. MacDonald, 10B, 455 West 23rd Street, was called to Montreal on a business trip. It was urgent and he left hurriedly, completely forgetting his songbirds. A long distance call from Montreal apprised the administration office of this deplorable state of affairs. Food and water were immediately rushed to the sufferers. One more good deed accomplished.

### WATCH THIS SPACE!

At any given moment, it's likely to contain an announcement that might cause you a lifetime of regret, if you missed it. On the other hand, it may never contain anything of the kind. But there's always a chance. First, just now, we want to thank you one and all for the kind words expressed concerning TATLER's new form and policy. Second, we hope you like this issue as well. Third, we expect the next one to be bigger and better. Fourth, we wish to announce that in the June issue, TATLER will publish its first short story, written as no piece of fiction was ever written before. Nothing like it may ever happen again. Are you all breathless? Fifth, try your own luck. The columns are open. We thank you.

—TATLER.

## Get Ready For First Dive! Pool Will Open Next Month

**T**HE hot sun beating down on steaming pavements . . . the sultry air unmoved by even languishing breezes . . . sweltering . . . torrid . . . tropical . . . a midsummer's day in most of New York City.

But at London Terrace, the shady gardens to cool the fevered brow and then a quick plunge into the cool, refreshing waters of the Terrace swimming pool, obliterating all thoughts of the torrid day outside.

And that, folks, is what is in store for you at London Terrace this summer.

The swimming pool, located in the west end of the Terrace, will be opened the first week in June. It will be a regular, maximum size, indoor, official pool, 75 feet long and 35 feet wide and having a capacity of 140,000 gallons, with a gradual depth slope from four feet at one end to ten feet at the other.

There will be seven official Olympic swimming lanes for races. Three regulation diving boards—a one-meter board, a six-foot board, and a ten-foot board—will be provided for those who desire to cut a fancy figure.

On three sides of the pool, there will be a spectators' gallery, where those who come to watch and admire the bathers can do so, far

enough above the water to assure them that their clothes will be protected from the splashing of the playful water sprites below.

The pool has two entrances, one from Tenth Avenue and one from the interior of the building. It will be lighted by natural sunlight from the garden and indirect lighting in the evenings. Three lifeguards will be in attendance, always.

The manager will be a man prominent in athletic circles. Plans are now being formulated for a tenants' swimming club which will be an official member of the A. A. U. That means we are going to have some interesting aquatic tournaments here.

The locker rooms, adjoining the pool, will have 500 lockers for men and 300 booths for women. All

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## 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.*

VI.

### FAME AND CHAGRIN

**D**R. CLEMENT CLARKE MOORE confidently expected that the complete career of his Christmas poem, "A Visit From St. Nicholas" would begin and end between dinner and bedtime of December 24, 1822. The unmistakable pleasure with which his children received his rapidly composed effort when he read it to them in the kitchen was all the reward he craved.

He had added a bit to the Christmas cheer of his home and his own holiday was the happier therefore. So he filed the poem among his papers and forgot all about it. As far as he was concerned, it had served its purpose and was worthy of no further consideration.

Some months later, a friend from Troy, N. Y., accompanied by his young daughter, visited the Moores. It is unfortunate that history has failed to record their names, particularly that of the

(Continued on page 10)

### ONE YEAR OLD

#### Radio Shop Celebrating

The Radio Shop, in the lower corridor of 445 West 23rd Street, is celebrating its first anniversary this month. It has grown rapidly in its first year, having kept pace with the population of the Terrace. It has expanded its facilities, too. In fact, it's quite a gift shop now. In addition to radio equipment, Mr. Robt. C. Toran, the proprietor, has included the sale of bric-a-brac, bridge prizes and gifts, a service which has proved highly popular. The shop, too, has taken on a steadily more attractive appearance, until now, with its fireplace, lounges and wicker chairs, it's a most pleasant place to visit.



Vol. I May, 1931 No. 6

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

Since the last issue of TATLER went to press, the office boy spent five minutes making a check by telephone of our 12,000 subscribers. At the end of that time, he reported that exactly 12,000 had NOT read the editorial on "April." So we thought, "What the Sam Hill? Let the same dodo write this month's blurb on May. It can't be any worse than his last one." So he did and here it is. This building can be emptied in three minutes. Look around now and choose your nearest exit.

### MAY

MAY—now, there's a month as is a month . . . Thirty-two days and seven hours for the price of 31 . . . A man's size month—but women and children are welcome, too. Kiddies under six for half fare. But, getting back to May—if, indeed, we had ever left it—isn't this daylight saving time? And doesn't that give us one extra hour every day and aren't there thirty-one days in May and doesn't thirty-one times one make thirty-one—you too have been to school and you know darned well it does—and doesn't thirty-one divided by twenty-four leave one day and seven hours left over, and if that doesn't give May thirty-two days and seven hours, I'll . . . say, where are we, by now? Seriously, my friends, have you looked into your soul and asked yourself what you will do with those seven left-over hours? Seven precious bits of fleeting time. And, until you've seen Time fleet, you just haven't been around, that's all. There's never been a fleeter to compare with Time. It holds all fleeting championships, including the Scandinavian. And you hadn't heard! Tsk! Tsk!

### IT'S GOING TO BE GOOD

Do you mind if we're serious for just a minute or so? Like the somewhat hazy ebullition above, this was inspired by the calendar, but it was a different sort of inspiration. Time flies pretty rapidly at London Terrace and yet, to some of us, the next six or eight weeks are going to seem long, because it'll be just about that long before we finally reach the culmination of the London Terrace we've been dreaming about and visualizing for the past year.

We're so near the day we've been looking forward to when the Terrace will be entirely completed, the gardens green in all their glory and all its big and special features are at our disposal—the swimming pool, the gym, the solarium, the restaurants and all the rest. It's harder to wait now, because the time is so near.

But these last few weeks will soon be over and then all the joys of London Terrace will be ours. We'll have them all for the whole summer. And what a summer of delight they'll make for us!

# Tatler

## Tatler Tales

You're likely to find anything in this column, as TATLER warned you last month. This is the place where we get things off our chest—ideas and rambling observations picked up in wandering about London Terrace—things we believe you'd like to know. You don't have to read them if you don't want to. They do fill up space, anyway.

WONDER how many of you know that the 23rd Street crosstown trolley will stop in front of the door of the administration building at 435, if you'll ask the conductor? We thought it was rather generally known but we've received a letter from Mrs. Edwin H. Gertz of Apt. 10-E, 435 West 23rd St., who's been an enthusiastic Terracite for months, in which she informs us that she's just discovered this real convenience and suggesting that there may be many others who are not aware of it. We should qualify it by saying that the car stops in the middle of the block only when westbound, but that's when it means most to us. It gives a short cut to any part of London Terrace. Folks on the 24th Street side can pass through 435 and either cross through the garden or take the subterranean corridor.

THIS is the romance of a piece of tile, or rather, 31,000 pieces of tile, all of them in our new swimming pool. You know, we're so used to taking for granted all the things about us that were miracles a couple of decades ago, that we forget all about the story that's behind them. So this is just a reminder.

If you take a look at the pool any time soon, you're going to be impressed with the beauty of the tiling. As a matter of fact, the design and general arrangement comprise one of the most beautiful and unusual examples of tile work you'll find. It was made by the Batchelder-Wilson Company in collaboration with our own architects, Farrar & Watmough. The idea was to create a warm and interesting wall effect with panels of mottled finish tiles in a medley of various soft colors. The perfect harmony of the result was achieved only after long and careful study. The principal frieze consists of a dark shade of reddish clay, alternating with figured tiles of soft tan colors. The tiles were all hand-made in Los Angeles, California and were shipped to New York via the Panama Canal. There are 31,000 pieces in the walls—not including the shining white tile of the pool itself, and each has to be set in separately by hand.

TATLER pulled a bloomer in the last issue, much as we hate to admit it. And on one of our best gags, too. Maybe you'll remember that one about how the News Service reported that the book "Babe Morgan" was so much more popular than "The House of Morgan" and we became quite flippant in a play upon the names. Well, come to find out, the name isn't "Babe Morgan" at all, but "Babe Gordon," that effusion of Mae West's which, for some

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## "We Have With Us"

A lot of folks live at London Terrace whom you ought to know. In this column, each month, we're going to give you a most informal introduction to one of them. Here's Number Two. Ladies and gentlemen, we have with us—

### KENNETH COLLINS

Vice-President, R. H. Macy & Co.

Penthouse, 455 West 23rd Street

BEING broke isn't exactly what you'd call rip-roaring fun. For instance, you'd never say, "Goody, goody, I'm flat." Probably no one felt less like saying it than Kenneth Collins when he found himself that way eight years ago. But, if he'd known what the result was going to be—and, by that, we mean the direct result—he'd more likely have given three rousing cheers.



KENNETH COLLINS

You see, if it hadn't been for the fact that he suddenly found himself without a jingle in his jeans, he might have become an anthropologist. In fact, he undoubtedly would have. He was trying his darnedest. He was in Harvard for no other reason and he was only a few months from his master's degree, with years and years of anthropological research reaching out ahead of him. And, believe it or not, he was looking forward to it.

Then he went broke. And something had to be done about keeping himself and Mrs. Collins supplied with the regulation three squares a day and a roof over the head. So, he took a part-time job in a small department store in Boston. And look at him now.

He made the degree, all right. He has a perfect right to sign himself "Kenneth Collins, M.A.," even if he doesn't. But when the sheepskin was handed to him, all tied up in silk ribbon, somehow anthropology in all its ramifications didn't seem half so important as that department store job. So he kept the job, which was expanded to a full-time basis, and he hasn't anthropologized since.

He doesn't seem a bit regretful about it, either. For a young man of 34, he hasn't done so badly. When you think of department stores, just about the first name that ever occurs to you is that of R. H. Macy & Co. And when you think of smart, original advertising campaigns, again one of the first names that occurs to you is R. H. Macy & Co. Mr. Collins is directly responsible for the latter. And, by reason of that, he's pretty much responsible for the former. As a matter of fact, he's been so original in the advertising methods he's introduced—in case you haven't guessed it, he's supreme head of exploitation for his company

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## Philadelphians Visit Terrace

THE fame of London Terrace as the outstanding apartment development in the world has gained such proportions that it is attracting official visits from apartment house specialists from various parts of the country.

The largest delegation to date was that which came to London Terrace on April 10, when 25 members of the Apartment Owners Association of Philadelphia paid us a visit. Under the guidance of Mr. John J. Scofield, our resident manager, the visitors spent half a day inspecting the buildings and grounds from engine room to pent-houses.

The association delegates made the trip to New York especially to see the Terrace, the purpose being to secure first hand information about the many new features of apartment house planning and operation which have been incorporated here, with a view to adopting them for future Philadelphia construction.

R. R. Keane, executive secretary of the association, expressed himself as greatly impressed by the development.

"We had some idea of the magnitude of this project from some of our members who had visited it before," he said, "but it really must be seen to be fully appreciated. The apartments are beautifully planned and built. It's far beyond all our expectations."

### Back From Hospital

MRS. F. E. MORROW, Apt. 16-C, 425 West 23rd Street, has returned from the hospital and is well on the road to rapid recovery. She has been under the medical care of Dr. B. M. Shalette, Apt. 1-B, 425 West 23rd Street.

### BEG PARDON

#### We Hope This Squares It

IN the April issue of TATLER, we announced under "New Arrivals" that Mr. and Mrs. Robert W. Selby had moved into Apt. 3-E, 440 West 24th Street. Imagine our embarrassment when we found out that there is no Mrs. Selby and that, on the contrary, Mr. Selby is whole-hearted and fancy free. So here's our apology for the mistake.

And are our faces red?

## THEY'LL SAY IT'S BIG



When twenty-five members of the Philadelphia Apartment Owners Association visited London Terrace last month, they found the project of such magnitude that it took them half a day to look it over. Here they are resting for a few minutes in the gardens in the course of their tour of inspection.

## Checkmate Rampage Sweeps "Dark Horse" to Chess Title

THIS is the saga of H. R. Mandel, winner of the London Terrace chess tournament. And it's considerable saga. Reminds you of the good old days when Frank Merriwell used to go in for Yale when all seemed lost, and single-handed score five or six touchdowns. For Mr. Mandel had to stage a spectacular upset to keep himself in the running for the title in the first place and he wound up by breezing through the semi-finals and the finals to win the championship in four straight games.

When the preliminary elimination round had ended, Ernst Woltmann, Apt. 6-E, 455 West 23rd Street, who hadn't lost a game, although he'd been drawn twice, and James Sharon of the Terrace accounting department, who lost only one game, seemed a cinch to fight it out for the championship. Below them, Charles Moreau, Apt. 16-E, 450 West 24th Street, Daniel Schenck, Apt. 17-B, 420 West 24th Street, and H. R. Mandel were tied for third place, with a round of games scheduled between them to see which two should be eligible for the semi-finals. Mr. Mandel had won his way into this group in the last game of the first round by staging the real upset of the tournament in defeating Mr. Moreau, who had been the favorite to win.

Pressure of business duties compelled Mr. Moreau to withdraw

from further play and forego his chance for revenge, leaving Mr. Schenck and Mr. Mandel to fight it out with Mr. Woltmann and Mr. Sharon.

Then the real upsets began. Mr. Schenck, previously defeated by Mr. Sharon turned the tables and won both semi-final games in quick succession from the latter. Even more startling was the feat of Mr. Mandel who twice checkmated Mr. Woltmann, administering to his opponent the first defeat he had experienced in the tourney.

This left Mr. Mandel and Mr. Schenck to fight it out for the title and again upsets ruled. Mr. Schenck had won their game in the preliminary round, but he was compelled to bow twice to the now apparently invincible Mr. Mandel in the same evening and that settled it.

The chess tournament, the first

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(Our anonymous contributor is at it again. An appeal has been sent to the postoffice to stop the sale of stamps, so he can't mail us any more.)

WELL, I see I stopped you on the April showers business. But I'm not through yet. That was only a feeble beginning. (Ed. Note—"Feeble" is the word.) I have some more suggestions to make. (Ed. Note—We can hardly wait.)

How about having London Terrace secede from New York City? I always thought New York was pretty swell, but after reading the recent editorials in the daily newspapers about the way the city is being run, I'm beginning to think our only salvation is absolute secession. We could have our own mayor and city council. If they became too hot and bothered about anything, we could throw them into the pool to cool off. (Ed. Note—How about your own case?) And I'll be more than happy to run the whole secession business myself. I know how. I remember once when I was in Tibet (Ed. Note—What a traveler) and I seceded from the Grand Lama. (Ed. Note—We'll bet he broke down and cried.) Shall I tell you about it? (Ed. Note—NO!)

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London Terrace  
News Service



## Dancing Stars Away On Tour

CALLLED away by professional duties, Mr. and Mrs. Jacques Liadov, Apt. 7-F, 435 West 23rd Street, have abandoned us for the summer months but will be back home in the fall.

Both are well-known professional dancers. Mrs. Liadov is known to the public as Betsy Rees, and is one of the most delightful personalities on the stage.

She was born in Memphis not so many years ago, and during her childhood was apparently destined to fill the role of debutante as the daughter of Richard Rees, one of the most prominent public utilities executives in the South.

### Stage Wins

Thought of a stage career was far from the daughter's mind until the family moved to Chicago, where she attended a dancing school. The lure of twinkling feet was so potent that she continued her studies into advanced work and progressed so well that she was requested to come to New York by the well-known maestro, Vestoff. Under his direction she increased her proficiency until she was offered her opportunity on the stage, appearing in vaudeville with Olga Myra. Next she was scoring in Chicago presentation houses and then in New York, appearing at the Palace with Ben Bernie, where she created a veritable sensation.

Legitimate producers began clamoring for her services and she was cast for "A Night in Venice," staged by the Shuberts, and continued her success.

Then came tragedy, in the form of that most dreaded bane of dancers—a broken foot—and she was compelled to withdraw from the cast. For many weary months she carefully nursed the injured member back to health until she was well enough to appear on Broadway again. She signalized her return at the Capitol Theatre and followed that with a tour of the de luxe film houses.

Then Joe Cook engaged her for "Rain or Shine." At the close of its run she returned to the movie palaces.

### Revered on Rialto

She is revered along the Rialto both as a splendid artiste and a sweet, wholly unaffected girl. She cooks superbly—even the town's epicures say so—and spends most of her available home time in the kitchen—that is, when she can re-

## Two On The Aisle

by Annie Oakley

AFTER looking over last month's theatre column—yes, I read my own stuff—it struck me that it didn't do much but praise everything in sight. "Now," said we to ourself, "that's no way for a self-respecting critic to do." So we vowed a vow that this month, by cracky, London Terrace folks were going to be warned against some of the productions that had bored us—meaning me—stiff. And then I looked over the theatre list and found out that the public had beaten me to it—by staying away from the box offices—and that nearly all of the shows I hadn't liked had already folded. Then along came a bunch of plays that I really enjoyed. So here's the Honest Annie's latest dope.

MELO—The first two acts are so swell you don't mind the way it sort of fades out. Basil Rathbone, Edna Best and Earl Larimore are great. Don't go if you expect to laugh. But, if you want to see and hear what can be done with old material when it's handled right—here it is.

BRASS ANKLE—The tragedy of the southern society bud who discovered, too late, that she was tainted with the tar brush. Not potent enough dramatic material

to sing her husband's importunities to sing, for she has a brilliant soprano voice that has frequently been heard on the air.

Mr. Liadov is one of the younger group of successful picture house stage producers. Born in Paris, he became the ward of his uncle, Anatole Liadov, well-loved Russian composer, when he was very young. This contact developed a love for music which today is represented in the fact that he holds a regular conductor's card in New York musical ranks. He studied dancing under Ivan Clustine, Pavlowa's ballet maestro, and toured in the immortal Anna's company, the Mordkin company and the famous Digghillief ballet. He somehow managed to finish college after attending universities in four countries (he speaks five languages fluently) and was adopted, artistically, by Max Reinhardt, who encouraged him to further directorial studies. He later worked under Stanislavsky and Richard Boleslavsky.

for northern audiences. I hate to say it, but Alice Brady misses fire.

GIVE ME YESTERDAY — A beautiful, charming piece with A. A. Milne's writing at its whimsical best. Don't let the pooh, poohs of the sophisticates keep you away.

THE VINEGAR TREE—You may never know what the title has to do with the play, but you won't care. It's gorgeous comedy and Mary Boland is a scream.

AS YOU DESIRE ME — Sex times sex equals—well, what do you expect from a play with a title like this one?

THE HOUSE BEAUTIFUL—Channing Pollock being awfully in earnest about something again, but it's a darned good show.

PETER IBBETSON — The old story of the tragic young lovers retold excellently. Dennis King is a bit theatrical and sometimes you wish he would stop and sing, but he's good, just the same.

THE WONDER BAR — No curtain, no nothing much except Al Jolson. Novel enough. We hope it's true, as we've heard, that it's a lot better now than it was opening night.

THE SILENT WITNESS—You guessed it. One of the "Sh! ssh!" plays. Full of action, drama and everything. Good for an elegant evening, when all you want is interesting entertainment. Is it necessary to say that Lionel Atwill is good?

THE GREEN PASTURES — It's almost a gag to come along and mention this one now, it's been here so long, but maybe some of you have missed it. Harlem's idea of Heaven.

## Goes To Coast To Make Film

MR. and Mrs. George W. Weeks, Apt. 11-B, 440 West 24th Street have left for Hollywood, where Mr. Weeks will supervise the production of a motion picture version of "Honeymoon Lane."



George W. Weeks producer of the Broadway play and will be starred in the cinema.

Mr. Weeks has been a prominent executive in the sales end of the motion picture business for the past fifteen years. He rose to the rank of General Manager of Sales for the Paramount-Publix Corporation. In 1928, he resigned that post to become the President of the Sono-Art Productions, the company which produced the Eddie Dowling starring pictures, "The Rainbow Man," "Blaze O'Glory" and other talking picture vehicles featuring some of the best known Hollywood celebrities.

Mr. and Mrs. Weeks expect to return to New York early in July with a finished print of "Honeymoon Lane." It will be shown in The Publix Theatres in August.

"Honeymoon Lane" will be remembered as the stage play, starring Eddie Dowling, which had such a successful run on Broadway. Mr. Dowling was the

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## Urges Parking Consideration

ARRIVAL of the motoring season once more brings up that most absorbing subject of parking. In this connection, E. H. Jewett, Apt. 17-E, 455 West 23rd Street, has some pertinent suggestions, which he conveyed to TATLER in the following letter:

"Now that Spring is here, every resident who owns a car will be trying to reach his own front door, which is a perfectly natural desire, but—just try and do it. Some cars do not seem to have either homes or beds to go to in the way of a garage, day or night, excepting in the street. And there they are and there they stay.

"I suppose that some of us who do have garages and who, perhaps, once or twice a day, for a few minutes, do wish to get somewhere near our own door, might take the matter up officially for correction, but that, to my mind, should be unnecessary.

"Would it not be better if all car owners gave some thought and consideration to the other fellow, as all of us, when we are driving in, have a pretty good idea of how long we are going to stay. Should it be for two or three hours, why not park our cars on the south side of 23rd Street or the north side of 24th Street, instead of blocking up the whole roadway in front of our homes, thus forcing the latecomers to land wives, sweethearts or themselves in the street, ten or twelve feet from the curb line, rain or shine, simply because someone else has been thoughtless or inconsiderate of his fellow car owner?"

## Tatler Tales

(Continued from page 4)

reason unknown, John Sumner hasn't romped on as yet. Blame it on the reporter who turned in the story. Anyway, it was a good gag while it lasted.

As a closing thought for this month, we want to remind you that we want your suggestions, ideas and stories. We have received an encouraging response during the past month and we want more. When a thought concerning TATLER occurs to you call Miss Tuckerman on the house phone or write her a note. Then watch for results.

*Recently Wed Members of Younger Set to Live at Terrace*

ONE of the outstanding social events of the past month in New York City has brought two new residents to London Terrace. This was the marriage, on Friday, April 17, of Miss Georgia St. Clair Mullan, daughter of Supreme Court Justice George V. Mullan and Mrs. Mullan of 26 East Eighty-third Street and Rockbrook, Bar Harbor, Me., and Frederick Ronald Mansbridge, O.B.E., of Marlowes House, Hemel Hempstead, Hertfordshire, England.

They are now on their honeymoon in Bermuda. When they return they will occupy Apt. 7-A, 435 West 23rd Street.

The wedding was one of the distinctive events of the spring season. It took place in St. Thomas's Church, the Rev. Dr. Roelif H. Brooks, rector, officiating. The bride was given in marriage by her father.

Her gown was of white mousseline de soie trimmed with tulle ruffles and with short puffed sleeves and a heart-shaped neckline. The skirt was draped to form a five-point train. Her tulle veil was held in place by a cap of old rose point lace, a family heirloom. She wore mitts of mousseline de soie trimmed with similar lace and she carried camellias and lilies of the valley.

Maid of honor was the bride's sister, Miss Janet St. Clair Mullan. The bridesmaids were the Misses Alice Vanderbilt Morris 2d, Agnes Graham Slawson of New York; Carolyn Eugenia Agger, of New Brunswick, N. J.; Helen Fuller, of Westport, Conn.; Suzanne Swain of Indianapolis and Dorothy Trumbull of Flushing, Queens.

The maid of honor wore a frock of pink organdie with a three-tiered skirt and trimmed with a pink and turquoise blue-draped sash. She wore a large pink organdie picture hat and mitts. The bridesmaids had similar costumes except that they were of turquoise blue organdie. All the attendants carried bouquets of African daisies and mignonette.

Mr. Ivo M. L. D. Forde of London and New York, who was a student at Cambridge University with Mr. Mansbridge, was best man. The ushers were Messrs. J. Neville Blakemore, John S. Booth, James J.

## Our Own Social Whirl

Mead, John Monks, Jr., George Riggs, all of New York; William Barrette Cram of Norwalk, Conn.; Joseph Robinson, British vice-consul at New York, and Lewis Titterton of London and New York. Both Mr. Monks and Mr. Robinson also attended Cambridge University with the bridegroom, who was an usher at the wedding on March 21 of Mr. Robinson and the former Miss Katherine Garrison, daughter of Mr. and Mrs. Philip McKim Garrison. Mr. Monks was best man at the recent wedding of the Earl of Lincoln and Mrs. Jean Banks Gimbernat.

The bride attended Veltin and Lenox schools and was graduated from Barnard College last June. Mr. Mansbridge attended Malvern College and Corpus Christi College, Cambridge University, from which he received his degree in 1928. He represents the Cambridge University Press with the MacMillan Company in this city.

A small reception at the Mullan residence followed the church ceremony, after which the couple left for Bermuda. They will be at home at the Terrace in the early future.

*Songbird Newlyweds Come to Terrace*

ROMANCE set to music culminated in the wedding of another young couple who have come to London Terrace to make their home. They are Mr. and Mrs. Lawrence Fyffe Binyon, now occupying Apt. 11-C, 415 West 23rd Street. They were married March 17, at Rye, N. Y. The Rev. Frederick F. Voorhis, pastor of the First Methodist Episcopal Church there, read the ceremony.

Both the young people are musicians of outstanding ability and already have a distinctive hold on

the public's acclaim. The bride, the former Miss Eva Clark, is a coloratura soprano and has been identified with both opera and vaudeville. In addition she has won widespread recognition through her phonograph recordings. Recently she completed a coast to coast tour over the Radio-Keith-Orpheum circuit. She was formerly a member of the Ziegfeld Follies.

Mr. Binyon is the son of Mrs. Horace L. Clark of Urbana, Ill., and was a member of the class of 1930 at the University of Illinois. He is now a member of Red Nichols's Brunswick Recording Orchestra, which is playing at the Alvin Theatre in George Gershwin's musical show, "Girl Crazy."

MR. and Mrs. Horace M. Brock were hosts at a delightful party at their apartment, 4-F, 420 W. 24th Street, on the evening of April 21, in celebration of their tenth wedding anniversary. Mrs. Brock is the daughter of Mr. and Mrs. William Sage of One Fifth Avenue.

The guests were: Mr. and Mrs. William Sage, Mr. and Mrs. Orin C. Baker, Mr. and Mrs. Walter Hoerner, Mr. and Mrs. Ray B. Seymour, Mr. and Mrs. Edward Hosinger, Mr. and Mrs. Walter C. Hewitt, Mr. and Mrs. C. Benoit, Mr. and Mrs. H. K. Cunningham, Mrs. Helen Reuter, Mr. William Hennessey, and Mr. Walter Sherman.

ONE of the charming parties of the spring season at London Terrace was the luncheon and bridge given by Miss Josephine Cronin, Apt. 4-B, 460 West 24th Street on Saturday, April 18. Miss Cronin was hostess to twenty guests.

## Announcement

Enjoy all beauty treatments in the seclusion of your own boudoir at prices no higher than charged in your favorite beauty salons.

Phone CHelsea 3-9851

Rose B. Stanley

formerly with Charles & Ernest



# He Keeps Public Looking For Macy Ads

## Complete Change In Career Proves Highway To Success

(Continued from page 4)

—that he's caused the coining of a phrase that's heard frequently in advertising circles.

When some concern blossoms forth into a sparkling, out-of-the-ordinary, sometimes humorous advertising campaign, you hear it described as "going Macy."

It's because he does things like that that Kenneth Collins is vice-president in charge of exploitation for the department store whose annual volume of sales is virtually twice that of any other in the world.

### Extraordinary Career

The more you study his career, the more extraordinary it appears. If ever anyone's footsteps appeared to be directed straight toward a life of bookish research, far from the clamor of the business world, they belonged to Kenneth Collins. Before that fateful day when he went broke at Harvard—and he hasn't divulged how it occurred—just one thing happened to indicate the possibility that he would ever do an abrupt turn to the right from the path he'd chosen.

That was when the United States entered the World War and he enlisted in the air corps. Somehow, you just can't picture anyone who was born to be a bookworm becoming an aviator. But when he came to earth, after the war was over, he went right back to the pursuit of his bookish career—until he went broke.

Like so many New Yorkers whose success is outstanding, Mr. Collins is not a native son. He was born in the middle west, at St. Paul, Minn., to be exact, on August 29, 1897. When he was a couple of months old, he decided to get as far away from New York as possible and still remain in the United States, by moving with his parents to Spokane, Washington.

### Educated in Far West

When he was 18 years old, he entered the University of Washington at Seattle and was in his sophomore year when the United States joined the allies. He enlisted in aviation and became a flying lieutenant, but did not reach the battle front, much to his own chagrin.

With the signing of the armistice, he went back to school and was graduated in 1920. Almost immediately, he was offered a post as professor of English at the University of Idaho and he accepted. Launched upon a pedagogical career, that same year he was married to Miss Martha Moe of Tacoma, Washington, who had been a co-ed with him at the university.

He stayed at Idaho University for two years, meanwhile continuing his studies in anthropology, then went to Cambridge, Mass., for his master's degree at Harvard. Then came the financial crash.

### He Got the Job

He had to have a job of some kind. He heard that one of Boston's smaller department stores needed an advertising expert. He didn't know anything about advertising and he'd never had any experience at it. So he applied for the job. And he got it. He admits he may have stretched a point or two in describing his qualifications, but the answer is that, as soon as he was graduated with his M.A. all signed, sealed and delivered, he was made advertising manager at full time.

He stayed for two years—until he saw that even the best advertising copy in the world couldn't save the company from failure—and resigned. Coming to New York, he landed a job as what he describes as "second second assistant something or other" in the advertising department of R. H. Macy & Co. That was in February, 1926.

After a year, he resigned to go with an advertising agency in Cleveland, where he stayed just seven weeks. Then Jesse Isadore Straus, president of Macy's, offered him the post of advertising manager, and he came back. That was in 1927. In 1928, he became the publicity director, which put him in charge of all exploitation. In 1929, he had made so distinctive a record that he was made vice-president of the company.

### Resignation Refused

It was three years ago, when he took over the complete exploitation reins, that he began upsetting all traditions in department store advertising and launched the meth-

ods which have been the sensation of the retail world and set new standards in its field. At that time Macy's was doing an annual business of \$65,000,000. Last year, the sales amounted to \$100,000,000. It's no wonder that when he resigned from the company about a month ago, Mr. Straus refused to accept the idea and put forth such a good sales talk that within 24 hours he had persuaded his advertising chief to change his mind.

Mr. Collins confines all the spectacular phases of his life to his business. Once away from his office, he leads the existence almost—one might say—of an anthropologist. He doesn't care for golf or tennis or other outdoor sports. Every morning, he dribbles a basketball up and down his penthouse terrace—usually in pajamas—and goes through a lot of vigorous calisthenics, but he stops at that in athletic effort.

### Writing Book

His chief hobby is reading. He prefers biography.

At the present time he's completing his first book. It's to be an iconoclastic view of advertising from the layman's point of view and is aimed for consumption by the general public, not the advertising fraternity. It's to be published by Simon & Schuster. No, he hasn't named it yet.

His other—and greater—diversion is his two-year-old son—Kenneth, Jr.

He's gone a long way in eight years. And he almost was an anthropologist. What an escape!

Say It with **BLAEDEL'S** flowers  
Opposite the Terrace on 23rd Street  
Since 1877

## Now Is The Time

to have your **Curtains, Drapes, Slip Covers and Blankets** refreshed. Strictly French Dry Cleaned. Absolutely no shrinkage.

## London Terrace Valets

SUPERIOR SERVICE

MODERATE RATES

Call Us on House Phone

## New Arrivals

SOME of the new arrivals at London Terrace during April are:

Mrs. Ethel T. Thompson, Apt. 9-F, 460 West 24th Street.

Messrs. Harry Russo and George Greve, Apt. 1-B, 460 West 24th Street.

Mrs. Claire L. Griffin, Apt. 9-D, 440 West 24th Street.

Mrs. Vera Whitlock, Apt. 14-C, 430 West 24th Street.

Miss Irene Duchene, Apt. 9-A, 435 West 23rd Street.

Mr. Allen Hill Talmage, Apt. 8-B, 425 West 23rd Street.

Mr. and Mrs. Frederick Ronald Mansbridge, Apt. 7-A, 435 West 23rd Street.

Miss Eleanor Dougherty, Apt. 16-C, 450 West 24th Street.

Mr. and Mrs. Victor A. Gardella, Apt. 3-D, 430 West 24th Street.

Mr. and Mrs. Ross B. McMillen, Apt. 9-B, 460 West 24th Street.

Mr. and Mrs. William H. Pitkin, Apt. 17-C, 455 West 23rd Street.

Mr. Michael Brown and Miss Ria Brown, Apt. 14-F, 430 West 24th Street.

Mr. and Mrs. Larry Binyon, Apt. 11-C, 415 West 23rd Street.

Mr. and Mrs. Mason Wm. Gant, Apt. 4-B, 420 West 24th Street.

Mr. and Mrs. Gene Masson, Apt. 8-F, 435 West 23rd Street.

## FISH OYSTERS & CLAMS ON HALF SHELL

One Block North Between 24th and 25th

**NINTH AVE. FISH MARKET**  
242 NINTH AVE.

Phone L.A.C. 4-0699

**RUGS** cleaned, shampooed and scoured. Stored and insured for the summer without extra charge.

**FURS** cleaned, glazed, remodeled and kept in cold storage.

**HATS** cleaned, blocked and renovated.

**SPRING COATS** relined and altered.



## Terrace Chess Club Planned

So surprising was the interest aroused by the first London Terrace chess tournament, that, in response to the requests received, it has been decided to organize the London Terrace Chess Club—probably the first individual apartment house organization of its kind.

The first move of the new organization will be the launching of another tournament. Since H. R. Mandel, winner of the recently completed tourney, as a non-resident of the Terrace, has declined to accept the chess trophy, representative of the championship, it will be put up as the prize of the new contest and the name of the winner will be engraved thereon as the first official champion of London Terrace.

Membership in the London Terrace Chess Club will be confined to residents and all who are interested in such an organization are requested to leave their names with Miss Resli Tuckerman, managing editor of TATLER, in the Terrace administration office. Just call her on the house phone and tell her you'd like to join.

A brief organization meeting will be held about May 10—you'll receive personal notice of the exact date—and it is planned to start the new tournament by May 15, so don't delay in signing up.

## Swimming Pool Will Open Coming Month

(Continued from page 3)

lockers will be transient and all equipment will be provided.

And here's where we let you in on a secret! The opening will be a grand show with a swimming and diving meet. The stars of each aquatic division of the A. A. U. will compete and many well known figures in swimming circles will strut their stuff.

## W. G. MULLER Jeweler

SPECIALIZING IN REPAIRING

WATCH WORK  
BEAD STRINGING  
AND SPECIAL ORDERS

Established 20 years at this address

110 WEST 34TH STREET  
at Broadway CHILDS BUILDING

## London Terrace Chess Tournament

### FINAL STANDINGS

Name	W.	L.	Dr.	Pts.
H. R. Mandel . . . . .	8	3	0	16
Daniel Schenck . . . . .	6	5	0	12
Ernst Woltmann . . . . .	5	2	2	12
James Sharon . . . . .	5	3	1	11
Charles Moreau . . . . .	3	2	2	8
H. W. Woltmann . . . . .	2	4	1	5
Resli Tuckerman . . . . .	2	5	0	4
Aaron Mizel . . . . .	0	7	0	0

2 points awarded for each victory.  
1 point awarded to each player for draw.

### Results of Matches

#### Semi-Finals

H. R. Mandel d. Ernst Woltmann;  
Daniel Schenck d. James Sharon.

#### Finals

H. R. Mandel d. Daniel Schenck.

## "Dark Horse" Wins Chess Tournament

(Continued from page 5)

competitive event staged at London Terrace was an unqualified success—so much so that every participant has enthusiastically urged that the good work be kept going. And plans for this are already under way.

Mr. Mandel has refused to accept a trophy for his victory, declaring that he does not feel entitled to accept the championship of London Terrace when he is not,

Telephone CHickering 4-2301 Open Evenings till 8:00

**CELIA BEAUTY SHOPPE**  
Hairdressers

All other branches of beauty culture  
326 West 25th St. New York

**LOMAN'S**  
STRAW HATS  
and PANAMAS  
from \$1.95

Summer Weight Felt Hats  
from \$2.85

**STETSON HATS**  
MEN'S FURNISHINGS  
A. LOMAN  
8th Avenue at 22d St.

## Lovebird Nest Romance Shattered As "Daddy" Deserts Lorn Sweetie

RIGHT in the middle of that season of the year when love is supposed to be hitting on all eight—a London Terrace romance has been shattered, smashed, demolished and completely pulverized.

To begin at the beginning, Mrs. Carrington Stanford, Apt. 4-F, 440 West 24th Street, had a pair of love birds in her apartment—and you know the way love birds are.

On April 15, one of the birds flew out of the window and left for parts unknown without leaving so much as a note, to say nothing of a farewell carol. He was last seen in the vicinity of Yankee Stadium, headed north and flying low.

personally, a resident there, although he has direct business connection with the Terrace. He has further urged that another tournament be launched in the immediate future, exclusively for London Terrace residents. In response to his generous gesture, arrangements have been launched for the next tournament.

The visibility was good and tail winds aided him considerably.

He hasn't come back and the other love bird is inconsolable. She won't eat nor sleep, her feathers droop forlornly and there's not a bill or a coo to be heard from her. She sent out a radio to the effect that "all is forgiven. Come home" but there's been no sale.

Mrs. Stanford is hopeful that the wandering bird will come back—as they usually do. She's only afraid that he may not come to the right window—there are a few in the Terrace—and love birds can't read addresses.

So, if a lonesome love bird flies in at your window, please hold him and telephone immediately to Apt. 4-F, 440 West 24th Street. He'll be welcomed with open arms—and a cage.

**Flowerland** 225 West 23rd  
Next Terrace  
Fresh Cut Flowers Daily  
Phone orders promptly delivered,  
plants for home decoration.  
Phone CH 3-4273

**INSTRUCTION IN FRENCH—Class and Private**  
Diplomée de L'Institut de Phonetique de la Sorbonne et de  
L'Alliance Française, Paris.  
MISS LOTTA DAVIDSON  
17 East 89th Street  
ATwater 9-3961

WE HAVE BEEN  
SELLING  
HOME MADE  
ICE CREAM  
for  
16 YEARS  
at  
364 West 23rd Street  
Adjoining Cushmans  
**POST & BODIN**  
Phone CH. 3-4496

Special Attention to  
London Terrace Tenants  
**Stuyvesant Market**  
236 - 9th Avenue  
**CHOICE MEATS**  
AND POULTRY  
Phone LACKAWANNA 4-0067

**Chiropractic**  
Is the Key  
To Health

**K. H. W.'s**  
Old English Bakeries  
303 W. 23rd St. OUR ONLY STORES 7th Ave. at 17th St.  
Full line of  
BAKED GOODS  
FRESH DAILY  
Phone CH 3-7167



# Fame of St. Nick Poem Dismays Author

## Jingle Wins World Renown After Anonymous Printing

(Continued from page 3)

daughter, since she was directly responsible for the giving of the poem to the world at large.

While she was playing with the Moore children at Chelsea House, some of the latter told her about papa's Christmas poem and recited such snatches of it as they remembered. Before the little girl visitor had left for her home in Troy, she persuaded Dr. Moore to write the jingle in its entirety in her album. That, you know, was back in the days when one's most prized possession was an album with pink pages in which friends and such celebrities as might be persuaded to do so indited friendly—usually rhyming—tributes of the "Roses are red, violets are blue" variety and signed their names.

### Authorship Revealed

Having performed this act, Dr. Moore again forgot all about his poem. In due time, the Yuletide season of 1823 came along. And, shortly after Christmas, there came to Dr. Moore, through the mail, a copy of the Troy "Sentinel," the upstate city's newspaper and in it, to his dismay, he found printed in full "A Visit From St. Nicholas." His one consolation lay in the fact that the poem had been printed anonymously.

But he began to feel some deep-seated doubts. What if the authorship of this "frivolity," as he had termed the poem, should become known? Credit for this jingle was the last thing in the world he desired. He waited hopefully, but not too optimistically.

His fears were more than justified. The poem had struck such a popular chord that it was reprinted far and wide. Inquiries came to the Troy "Sentinel." Who was the person whose warmth of heart and sentimental soul had produced this lyric fantasy of Yule joy? The "Sentinel" editors communicated with the family whose daughter had secured the poem which had been given to the newspaper for publication and the name of Dr. Moore was given cheerfully, in complete innocence of the fact that Dr. Moore had decided objections.

### Popularity Sweeps On

By the time another Christmas had come, Dr. Moore suddenly dis-

covered, to his own complete chagrin that, not only was the authorship revealed but that it was bringing him just the type of fame he most abhorred. But the tide had only begun.

Not only did "'Twas the night before Christmas" stare from the printed page throughout the country, but soon it was heard in school-room, church, at community festivals, anywhere and everywhere, as children recited it on Christmas programs. Year after year, its popularity grew until it became the favorite of favorites among Christmas classics.

### A New Christmas

It gave St. Nicholas a definite, almost human identity. It made him a rollicking, lovable, jovial character with a genuine personality of his own. It removed the veil of mystery from him and made him real. It even named his frisky reindeer, bestowing upon them just the titles to delight childish hearts—Dasher and Prancer, Dancer and Vixen, Comet and Cupid and Donder and Blitzen. All in all, it painted a new picture of Christmas Eve for children and it was a conception which was gleefully accepted and has endured ever since.

Dr. Moore found himself truly famous. It was not the renown he had longed for, yet, who can doubt that, as the years passed, it brought an ever-increasing glow to his kindly heart as he realized that he had given to the world and par-

ticularly to the children of the world a measure of that most priceless of all gifts—happiness?

It is peculiarly fitting that, at London Terrace, a shrine has been erected to Dr. Moore. There, engraved in bronze, is a facsimile of his original manuscript of the poem, not only to serve as a perpetual reminder of his authorship, but to continue to convey its spirit to all who pause and read. And here, too, each year, on Christmas Eve, will the glowing memory of his work be revived with the carols of yesterday and today.

*Next month will be told how Dr. Moore's chance meeting with a friend changed the whole course of Chelsea's history.*

### Bullpup Missing

ONE of the occupants of Apt. 4-D, 450 West 24th Street has been missing since April 13. That was an unlucky day for the seven-months-old bull pup belonging to Mr. Edward Harrington. Mr. Harrington offers a generous reward for the dog's return. Call CHelsea 3-9775.

**Chiropractic  
Is the Key  
To Health**

### PAPPAS RESTAURANT

248 Eighth Avenue  
Near 23rd Street

Blue Plate Luncheon  
60c — 75c

Special Sunday Dinner  
\$1.25

Branch  
254 West 14th

### INQUIRE

of

Your Laundry Delivery  
Boy For Our

**SPECIAL RATES**

on

Blankets, Curtains and  
Rugs

During the Month of  
May

**LONDON TERRACE LAUNDRY  
Basement**

A. L. KRAMER, Manager

### Offers Recital

#### Pianist Is Heard

ONE of the most enjoyable of the spring season musicales in the Wanamaker Auditorium was presented by Miss Ruth McCann, pianist, of Apt. 4-C, 535 West 23rd Street, on the afternoon of Wednesday, April 22nd. Miss McCann offered three groups of classic and modern selections—a trio of Bach compositions for the organ arranged for piano by Siloti and Stradal, three lighter selections from Debussy and "Pavane" by Ravel, and a varied group by Albeniz, Rachmaninoff and Dohnanyi.

Miss McCann was assisted in the recital by Miss Annette Royak, soprano, who sang three of Schubert's famous melodies, followed by a group of Italian airs by O. Respighi.

### Recuperating

MRS. EDWARD E. WATROUS, Apt 5-A, 460 West 24th Street, is well on the road to recovery after a week's illness.

### Ralph A. Iovieno

LAc.-4-1578

Groceries  
Table Luxuries  
Fruits  
Vegetables

229 Ninth Avenue  
COR. 24th & 9th AVE.

### H. BRENWASSER

PHARMACIST

Prescription Specialist

226 Ninth Avenue, Corner 24th Street

CHelsea 3-1476-1477  
5233-1666

**Those Who Serve**

Leo Lewis of Jamaica, Long Island, has been appointed Chief Engineer.

Two weeks ago, Jean Browne was bit by a truck. Where? Oh! At Fifth Avenue and 23rd Street. Jean is the Terrace record clerk. Both Miss Brown and the truck have recovered.

Prize awards for the period March 15 to April 15 for neatness in appearance, courtesy, and general efficiency were won by House 455 for the Uniform Force. The awards for maintenance went to House 435. Names of the winners are as follows:

- 455 House:
- Patrolman - - - Thomas Maher
  - Doorman - - - Roy Mills
  - Doorman - - - Bert O'Brien
  - Elevator - - - Sterling Visel
  - Elevator - - - Leopold Hebert
  - Elevator - - - Oscar Hoffman
  - Elevator - - - Richard Reiman
  - Relief Man - - - Louis Cohen

- 435 House:
- Houseman - - - Maurice O'Brien
  - Incinerator Man - John Clifford
  - Night Man - - - Charles Baratian
  - Cleaner - - - Molly Postorino

**In Florida**

MISS RUTH RICH and Mrs. Mary C. Atkinson, Apt. 433-A, 460 West 24th Street, are spending a few weeks in Jacksonville, Florida.

Official Garage for  
London Terrace Tenants

Super **L.B.** Service  
**GARAGE**

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

**Day and Night  
Service**

Phone CHick-4-9814

No Elevators to Mar  
The Beauty of Your Car

**Harriet Hoctor, Famous Dancer, New  
Notable In London Terrace Colony**

THE magnet of London Terrace continues to attract residents whose names are known far and wide. Among the more recent arrivals who have won the public's acclaim is Miss Harriet Hoctor, who's so well known it's scarcely necessary to add further commentary. Miss Hoctor has been the sensation of the dancing firmament ever since she first appeared on Broadway a few years ago.

Her every appearance has served to add new laurels to those she has won as one of the outstanding exponents of Terpsichore of the present day. Her twinkling feet and personal charm have deservedly raised her to the heights. She has taken for the summer Apt. 7-F, 435 West 23rd Street, tenanted by her personal friends, Betsy Rees and Jacques Liadov, who are away on tour.

**FIRESIDE INN**

▲  
**REAL HOME COOKING**

Luncheon - - - 55c. - 70c.

Dinner - - - 90c. to \$1.50

Sundays and Holidays - 5 P. M. to 8.30 P. M.

▼  
ON 24th STREET  
ACROSS FROM LONDON TERRACE

Look for the Green Canopy

**Antiques and  
Interior Decoration**

**THE MARTLEY SHOP**  
265 WEST 23rd STREET

Dodd Sipperly, Meg McClosky and Peter Howell extend you a cordial invitation to visit their collection of moderately priced antique furniture, carefully selected for the smaller apartment.

Phone WAtkins 9-8783

**CHELSEA  
DELICATESSEN**

Tasty Sandwiches  
Imported and Domestic  
Groceries

206 NINTH AVE.  
Near 23rd St.  
Phone CHe. 3-5041

**DELIVERY SERVICE**

**Does Your Wife Know —**

what income you will leave her if you happen to pass on? Perhaps it will be well to get out your policies and talk them over with her. A little teamwork may suggest some desirable change. If you need help in revising your plan for protection, consult

**J. G. FOURMAN**  
1170 Broadway, N. Y. C.  
Phone ASHland 4-5630  
Representing  
Metropolitan Life Ins. Co.

**! BUY YOUR !  
COMPLETE !**

**Household Furnishings**

at

**S. J. FORMAN**  
241 West 23rd Street

Phone CHe. 3-6488

**Compare Our Prices**

**DINE AT**

HOTEL | HOTEL  
**Tuscany** | **Brittany**

120 East 39th St.  
Near Park Ave.  
Tel. CAledonia 5-5161

55 East 10th St.  
At Broadway  
Tel. STuyvesant 9-2010

Perfect Service  
Excellent Cuisine



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

IT'S really time to do a lot of Spring thinking. And, first of all, we'd like to tell you about the new service Mr. Blaedel of the Blaedel Florist Shop, opposite the Terrace on 23rd Street, has started. It's a sort of spring tonic for ailing plants. He replants them in fresh new soil, watches or treats them if necessary and when the plant is returned, it's in a healthy condition.

Pajamas—Hey! Hey!

With a lot of insouciance, pajamas are stepping out in society, to teas and dinners and won't they be smart to wear when the London Terrace swimming pool opens? I believe Macy's have one of the finest selections. One pajama ensemble attracted me particularly—a sophisticated little velvet jacket, satin lined, the one piece pajama beneath flaring to prodigious lengths of gleaming satin. The jacket is in Chinese red and the pajamas turquoise. Then there are huge assortments of printed silk, with reversible jackets and tri-color Vionnet types with bi-color slashes.

Have you met "Sandy," the adorable Scotty Puppy who lives at 430. Most of all, have you seen his new outfit? A Scotch plaid collar and harness. Dog gone clever and Sandy says it came from Macy's.

Take That, You Dirty Dog

And here's the wildest idea of the month—a dirty dog bag. It's a bag with a zipper that opens to receive one very wet dog and there he stays with his head sticking out until he is dry. It's an old English idea and the shop is at 230 East 50th Street.

Just across the street from Macy's at 110 West 34th Street, in the Childs building there's a jewelry worker that you really ought to know about. His name's W. G. Muller and he's been in that spot for 20 years. He specializes in making and repairing all kinds of jewelry and watches. If a setting breaks or anything else goes wrong with any of your jewelry, take it to Mr. Muller. Or if you want jewelry made to order—some special setting for a stone you have, or you have your own ideas as to just how you'd like a pendant or a pin, he'll do it for you beautifully.

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

# Apartment Shop Proves N.Y. Sensation

## Throngs View Home Display

THE Apartment Shop, opened at 385 Fifth Avenue, April 21, by the Henry Mandel Companies, has proved the sensation of New York, acknowledged as one of the most beautiful displays ever presented in the city in the presentation of an extraordinarily unique and original idea. Five typical Mandel apartments have been reproduced actual size, fully equipped and furnished, the entire display given a pictorial and decorative treatment of exceptional beauty.

Several of them are typical of London Terrace and every Terrace resident will find it an extremely interesting place to take their friends. In fact, it offers an opportunity to show your friends what

your London Terrace apartment is like while you're down town shopping.

The apartments are beautifully furnished. Each has been given a distinctive treatment of its own, offering many suggestions for home decoration. Thus one is furnished in Georgian, another in French Provincial, a third in Eighteenth Century and Heppelwhite, another

is modernistic, the fifth is done in Early American.

The Shop has already won a popularity that is little short of amazing and has won a widespread commendation both for its novelty and the perfection with which the idea was carried out. Don't fail to visit The Apartment Shop—at the southeast corner of 36th Street and Fifth Avenue.

Lackawanna 4-4513

Eugene Gransaul  
 Chiropractor

2-8 P. M. Daily  
 and by appointment

452 West 25th Street  
 New York

Member—American Bureau of Chiropractic

## Bank Opens Terrace Branch This Month

(Continued from page 3)

banks existing at that time had their offices in Wall Street.

The charter of the manufacturing company expired in 1844, and by 1851, all property and assets were liquidated and the company became strictly a banking firm under the name of the Chemical Bank. In 1920 it merged with the Citizens National Bank, and by a merger in 1929 with the United States Mortgage & Trust Company, entered the trust field.

## Lillie Beauty Studio

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