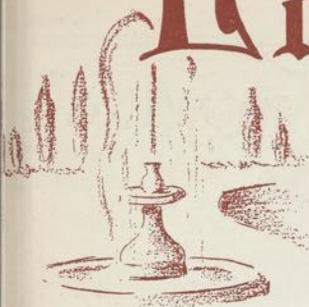


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# London Terrace Cattler



Vol. I, No. 11

New York City, N. Y.

October, 1931



London Terrace

HENRY HANDEL CO. INC. NEW YORK

The Majesty of London Terrace Today

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Come  
to the  
Terrace  
Bridge  
Parties

# London Terrace Tatler

Penthouse  
425  
Every  
Thursday  
Night

Vol. I, No. 11

New York City, N. Y.

October, 1931

## Terrace Pool Now Officially Open—Dive In!

**H**OW about a swim? The water's fine and it's waiting for you. And it's not far to go. Just down to the Tenth Avenue end of London Terrace. Wander over—any time between 7:30 in the morning and 11 at night—get a suit and dive in.

At 7:30 A.M., September 30, the London Terrace swimming pool was officially opened and is now at your service daily between the hours mentioned above. Take advantage of it. Not only is it one of the most beautiful pools extant and the largest apartment house plunge in New York City, but its services and accommodations are absolutely complete.

The aquatic meet which was originally scheduled to inaugurate the pool has been postponed. When it was found that the pool opening could be advanced at least a week by postponing the meet, the management decided to place the pool at your disposal immediately without a formal opening.

Just to make everything clear to  
(Continued on page 16)

### FOR BREVITY

#### Tatler's New Address Style

**S**PACE in TATLER is more in demand in each issue, so, for the sake of eliminating unnecessary words, a new method of designating the addresses of residents mentioned in its columns has been adopted. Instead of the complete address such as "Apt. 3-B, 455 West 23rd Street," in this and all future issues, the address will simply be given as "3-B, 455." As most of you know, the odd street numbers are 23rd Street designations and the even numbers are on 24th Street. Just as simple as that.

### READY FOR YOUR PLUNGE



Superlative diving equipment at the garden end of the newly opened swimming pool, from which experts and hopefuls are doing a lot of plain and fancy volplaning into the water below.

## Opening of New Buildings Brings Huge Tenant Influx

**W**ITH the opening of 405 West 23rd Street and 410 West 24th Street, just prior to October 1, London Terrace advanced to within a step of its ultimate completion. Before the next issue of TATLER is off the press, 465 West 23rd Street and 470 West 24th Street will also be open and the Terrace will stand as a completed whole, functioning from one end of the block to the other as the greatest apartment development of history.

October 1 fully lived up to its advance notices and proved a day of the most intensive activity the Terrace has yet seen. In fact, the intensity began a few days before the first and continued uninterruptedly from the hour the first families were admitted to the new buildings on Ninth Avenue.

As the list of new arrivals found elsewhere in this issue attests, the population of London Terrace has grown tremendously in the past month. And the influx still continues. Owing to the excellent manner in which the opening of the new buildings was han-

(Continued on page 9)

## 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.*

XI.

### A NEW CONCEPTION

**C**HELSEA had its day, brief but distinctive, as the city's shopping center. In the district during its mercantile career, one found the stores of such well-known names as McCreery; B. Altman; Siegel & Cooper; LeBoutelier; Stern Brothers; Ehrich Brothers; Adams Brothers; O'Neill's; Simpson, Crawford & Simpson; R. H. Macy.

But after this brief period, with all the business hustle and bustle which that meant to the district, Chelsea once more sank back into its former state of dignified, almost somnolent quiet.

The houses stood out against the march of progress and the encroachment of the skyscraper. Electric trolleys succeeded the

(Continued on page 12)

### REAL PIONEERS

#### They Always Blaze Way

**B**ACK in May, 1930, the first family moved into London Terrace. The first family consisted of a most engaging young couple, named Mr. and Mrs. R. W. Braney. They moved into Apt. 3-A, 455 West 23rd Street.

In the latter part of September, 1931, the first family moved into the newly completed building at 410 West 24th Street. The first family consisted of an engaging young couple, named Mr. and Mrs. R. W. Braney. They moved into Apt. 6-E in the new building, transferring from 455. Real pioneers, those two. And how they boost the Terrace! In fact, it's a boost for the Terrace just to have them here.



Vol. I OCTOBER, 1931 No. 11

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

WELCOME TO LONDON TERRACE!

WITH the arrival of October 1—New York's greatest moving day—more than 150 new families have moved into London Terrace. On behalf of the management of the Terrace and the Henry Mandel organization, TATLER extends to you all its heartiest welcome.

Because it is what it is, coming to live at London Terrace cannot but take the aspects, somewhat, of an adventure into a new and intriguing mode of city living. To no small degree, London Terrace itself is an adventure—a most unusual and successful one—for there is nothing quite like it anywhere in the world.

It is not our purpose here to tell you all that you will find at London Terrace, for, surely, many of you will more greatly appreciate the joy of discovering its countless advantages for yourselves. If there is any conceivable service that you want or need, so far as your apartment is concerned, you will find it here and a call to the service desk through your house phone will place it at your disposal. If you want to purchase anything that is to be found in the shops of London Terrace, again you have but to take down your house phone receiver and ask for the particular shop you want.

Is it recreation you want? You will find a steadily increasing number of facilities available. Of the swimming pool, the gymnasium and the penthouse bridge, deck golf and ping pong parties, you are probably aware already. There will be many more. The program of the Terrace Club, of which you automatically became a member when you signed your lease, will be in full swing before the next six weeks have passed.

We want you to take advantage of these things. They have been devised solely for your comfort and your pleasure.

London Terrace is not just a place to sleep and eat. It is a place to live and live completely. It represents a new conception of city living, one that we feel certain you will enjoy.

Tatler Advertising

INFORMATION concerning advertising rates in the London Terrace TATLER may be obtained by communicating with Edward F. Harden, care of the advertising department of the Henry Mandel Companies, 10 East 40th Street. Telephone AShland 4-5026. Mr. Harden is in personal charge of all TATLER advertising.

Tatler Tales

AFTER the most hectic period in London Terrace history, the rental staff and the house management are still trying to find time to draw a deep breath. Passing through a condition unprecedented in apartment house annals, it was quite a remarkable task that they performed. Simultaneously with the arrival of score after score of new residents, score upon score of apartment transfers among the previous tenants who moved from one building to another also occurred. In all, close to 300 apartments either were tenanted for the first time or changed occupants—and all within the space of a few days. Of course, there were hitches in the proceedings and delays and what not, but, in the last analysis, these were diminutive as compared to the titanic task of handling so many families, opening new buildings and conducting the entire operation with so little real confusion.

The rental staff needs a word of special praise for the manner in which it outdid itself. In the face of economic conditions which are admittedly less favorable than they were a year ago, the Terrace renting agents proceeded to outstrip the record of 1930 for September and in September, 1930, London Terrace had already gained tremendous popularity. Of course, Charles Weingart, the rental manager, admits that, in a large measure, the success achieved was due to the favorable word-of-mouth advertising which the old residents of London Terrace had done, so praise is due to all of you who have lived here during the past year.

THE management requests that folks be tawf'ly careful about dropping things out of windows. Neatly arranged in the office there now are the following articles, all picked up below apartment windows and now awaiting claimants: 1 black glass flower pot; 1 small flower pot (Italian Primitive style); 1 wooden salad spoon; 1 pink Angora baby blanket (blanket, not baby, is Angora); 1 gold barpin with the name "Marjorie" on it. Owners may call for them. No questions will be asked.

WE were sorry the lawn had to be dug up again, but what with the unusual heat and all of the summer, it kept getting balder and balder, so, before it was too late, the spades were set to work again and something or other called "mushroom soil" was poured on, more seed was planted and look at the gardens now—greener day by day.

A MISCELLANEOUS cat walked into 5-F, 415, the other day. Apparently, he had read last month's TATLER and was looking for the Three-in-One Canary. Incidentally, three people have called up the management office and reported that they have lost canaries—all yellow ones. What is this canary business, anyhow? It's gotta stop.

"We Have With Us"

A lot of folks live at London Terrace whom you ought to know. Each month we give you an informal introduction to one of them in this column. Here's Number Seven. Ladies and gentlemen, we have with us—

MRS. VERNIE E. CONNELLY
Author
Apt. 17-A, 430 West 24th Street

WHEN it comes to literature, it seems a far cry from a series of business textbooks to a novel called "Alimony Queens." Maybe, on second thought, it isn't. Maybe—



VERNIE E. CONNELLY

thought No. 3—the "Queens" owe their alimony success to an intensive perusal of the business texts. But, anyway and after all, it will have to be admitted, considerable versatility is required for one person to write both.

But then, versatility with her pen, or rather, her

typewriter, is one of the most notable characteristics of the work of Mrs. Vernie E. Connelly. Indeed, it is second only to the fact that she has been uniformly successful in every channel of writing to which she has turned her endeavors.

Mrs. Connelly has written everything from reviews of automobile shows to dramatic criticism. She has done approximately 100 magazine stories. She has written 30 business text-books. "Alimony Queens," her first novel, was an immediate best seller. It has been serialized and published in book form and recently was filmed by Fox.

Recently she completed another novel, temporarily titled "Just Like a Woman," which will soon be off the press, and a third is in process of production.

She blames it all on her experience as a newspaper writer.

"I don't think I could have done it if I hadn't covered news stories beforehand," she confesses, candidly. "I know that my newspaper experience taught me more in a year than I might have picked up in ten otherwise. It must be true with other writers, too, for a publisher told me recently: 'You newspaper people certainly know how to put a story over.'"

TATLER trusts that Mrs. Connelly will pardon us for revealing that back of the story of her success is a note of tragedy, of a burden which she nobly shouldered and magnificently carried, imbued with the unyielding determination to succeed, regardless of the odds against her.

Mrs. Connelly was married when she was 16—and that is not the tragedy. She entered college after the wedding and finished her

(Continued on page 14)



A MID SUMMER NIGHT'S DREAM



AND WHAT A DIFFERENCE IT MAKES!

Club Service Aids Playgoer

MISS POLLY VILAS, who lives in 435 Penthouse, is associated with one of the most interesting and unique ideas in the theatrical field...



POLLY VILAS

ested, TATLER has asked Miss Vilas to explain it.

"Playchoice," she says, "is a cooperative organization whose three thousand and more members are privileged to attend six outstanding plays each season...

"The advantages of membership in the Play-of-the-Month Club are manifold. Troublesome ticket shopping, difficulty in the selection of plays and the impossibility of securing good seats at reasonable prices are the three greatest obstacles to present-day theatre-going...

"The Playchoice Theatre Committee, comprised of the foremost authorities on the subject, such as William Lyon Phelps, Jane Cowl, Emma Mills, Walter Hampden and others, reviews all new plays be-

(Continued on page 10)

Close Battles Mark Bridge Tournaments in September

THE first of the monthly bridge tournaments, held during September, proved by far the most interesting and successful contests held for prize cups at the Terrace to date.

Two sessions of play were held in both Contract and Auction and the cups were awarded on the basis of match points won over the two sessions. In each form of bridge, the contestants were divided into two groups of teams—

North and South on the one side and East and West on the other. At the second session, the groups reversed their direction of play, the North and South teams of the first night playing East and West the second night and vice versa.

With the exception of Group II in auction, the results were amazingly close, only a few points separating the leading teams when the final returns were in.

Win by One Point

In Group I at contract, Mr. and Mrs. F. Ronald Mansbridge, who have already proved themselves consistent winners, won the cup by the margin of a single point, the final score being 112 to 111. The second place team was a trio, so to speak, consisting, on the first evening, of Mr. and Mrs. John F. Tighe and on the second of Mr. Tighe and J. Marc Gardner. Mr. and Mrs. Mansbridge and Mr. and Mrs. Tighe tied for second place in the first evening of play, both teams overcoming the lead of Mrs. J. B. Rosenbach and Mrs. Guryan, who had taken a 5 1/2 point lead the first night.

In Group II, Mr. and Mrs. A. B. Riouff, who led by half a point on the first evening, gained six more points in the second session to take first prize for the group

over Mrs. Samuel Ourbacker and Anthony Slesinger, the final score being 114 to 108 1/2.

Long Lead Aids

A hot battle developed in Group I of the auction tournament on (Continued on page 10)

Terrace Club Plans Revised

LAUNCHING of the program of activities of the Terrace Club has been postponed for a week or two, pending the drafting of a complete schedule of events for the winter months, and a slight change in the general scheme of the organization.

Before the end of the present month, all residents of London Terrace will receive notification of the method of operation which will be followed and which has been revised somewhat to make the Club even more attractive to you. Watch for the announcement and also the outline of events in next month's TATLER.

Advertisement for The London Terrace Book Shop, London Terrace News Service, Inc. Announces the Removal of the News Service and Book Shop to 219-9th Avenue, Between 23rd and 24th Streets, In London Terrace. Lists services like books, stationery, and printing.



## Chelsea Delicatessen

Store of Quality

The oldest of its kind  
in the neighborhood

FRESH ROASTED  
CHICKENS

1 1 1

DELICIOUS HOME-MADE  
SANDWICHES & SALADS

1 1 1

IMPORTED & DOMESTIC  
DELICACIES

DAIRYMEN'S LEAGUE  
Milk Cream Buttermilk

206 NINTH AVENUE  
Near 23rd Street

Telephone CHelsea 3-5041

## YOUR APARTMENT

And How to Decorate It

By ELIZABETH BLOMQUIST

Miss Elizabeth Blomquist, one of New York's outstanding interior decorators, has prepared a series of articles for TATLER on apartment decoration, of which this is the first. Miss Blomquist, concerning whose Terrace service TATLER told you last month (she is available for consultation in the model apartments at 435 West 23rd Street every afternoon, and mornings by appointment), has made an intensive study of London Terrace apartments and their decorative possibilities, and these articles deal directly with them. In this series, she is starting with the foyer and will take you, from month to month, through the entire apartment.

A wall panel of some odd chintz design or scenic print, hung in back of the chest, makes that piece seem twice as interesting and, if the panel is scenic, it lends perspective to your foyer. While on the subject of panels, it might be well to talk about the possibilities of hand block papers and photo murals which can be specially mounted and fastened on the door panels. The possibilities in this sort of decoration are unlimited and lure you on into all manner of things. Think of coming into your foyer and seeing, not doors, but a fascinating vista, worked out from one of your favorite haunts abroad, or scenes from the garden you had to leave in the country.

### Lighting Possibilities

The lighting presents another possibility. Why have a stupid-looking bulb hanging in space when glass and parchment shades in simple designs will give a more delightful light and add so much to the interest of the foyer without using any of that precious space.

Nothing much has been said about the possibilities of chests—either pieces looking old and beautiful or those very gay ones, suggesting the painted pieces of Hungary. Everyone has become so apartment-minded they just naturally see that they get a useful and practical piece to store all the odds and ends, so it is quite unnecessary to dwell on that point.

A chair is another piece of furniture it is well to add for many reasons—but if the chest is a low one, it will serve the purpose as well.

### Wrong Number!

TATLER wishes to correct an error which appeared in the September advertisement of the Chelsea Delicatessen located at 206 Ninth Avenue. The phone number in the advertisement was erroneous, and for the benefit of those who call this busy store we are glad to publish it correctly here—with—Chelsea 3-5041.

## THE FOYER

THE foyer is the first thing you see when you enter your apartment. It is also the first thing every visitor sees who calls at your home. If you saw your foyer in some one else's home, would it make you interested to see the rest of the apartment?

Foyers are frequently problems to decorate so that they are ornamental as well as useful. Because of wall space, broken by doorways and projecting corners, it is frequently necessary to give a furnished feeling by the use of color.

The floor covering may be in very warm colors and at once supply that hospitable feeling. And as for wall space—be it ever so narrow, something interesting can always be hung to lend color and that furnished sense without actually using furniture. If you like wrought steel or iron, there are beautiful pieces to be found in squares, oblongs or vine-like motifs and these give a very distinctive air.

### Shelves and Pottery

Hanging racks or shelves in all manner of sizes, shapes and colors present another interesting possibility, especially where they hold colorful bits of pottery or any of those odd pieces you have been collecting here and there.



## I F E INSUR- ANCE

is one of the few things you can buy on the instalment plan which your widow won't have to finish paying for.



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Refer to LONDON TERRACE  
TENANTS

# New Ways in the Old World

A Closeup of Russia Today

by  
Prof. Harold Burris-Meyer

Apt. 17-C  
445 West 23rd Street

If one were to refer to them as Professor and Mrs. Harold Burris Meyer, it would be less than just, since each member of this couple has achieved distinctive success. To be exact, the only proper reference would be "Professor Harold Burris-Meyer" and his wife, "Professor Elizabeth Burris-Meyer."

Mrs. Burris-Meyer is director of the department of Costume Design in the College of Fine Arts of New York University and Mr. Burris-Meyer guides and directs the destinies of the academic theatre in the Stevens Institute of Technology at Hoboken. In the course of their careers, they go to Europe every year or so to keep abreast of their respective professions, which have so much in common that it, automatically, takes them to the same places.

Recently they returned from an extensive trip through the riddle country of Europe—Soviet Russia—and Mr. Burris-Meyer was persuaded to write some of their experiences for TATLER.

EUROPE has been going through such an extensive transition in almost every field of activity that we devoted our trip abroad this year to a study of the results of developments in the European theatres in the past few years, with special reference to costuming and staging.

Our itinerary took us to Leningrad (via Helsingfors), Moscow, Berlin, Vienna, Munich, Paris, Malvern and London, in each of which places we spent a week or more. Naturally, most of the time was devoted to meetings with regisseurs, technicians and designers for a mutual exchange of ideas and Mrs. Burris-Meyer attended the fall openings in a number of the modiste houses of Paris.

Our sojourn in Russia was most enjoyable, as well as interesting. We were received everywhere with the greatest courtesy. Never have we been treated more kindly and we had the opportunity to study many phases of Russian life under Soviet rule, at close range.

Russia's great experiment is more strange than it is mysterious. It was gratifying to find that we were never denied permission to see anything we asked to see and the authorities did everything pos-

sible to aid us in anything we wished to do. On more than one occasion, museums which were closed to the public were opened for our special benefit.

#### Living Conditions

In the main, Russia today is so different from the Russia of the Czarist days that comparisons are not only difficult, but they do not tell the story. As contrasted with the standards set at London Terrace, living conditions over there are rather terrible, but, on the whole, they are better than the average American has been led to believe.

Leningrad was frankly depressing, particularly to anyone who saw it in the days of its imperial glory when it was St. Petersburg. So much that was magnificent and striking in its beauty and grandeur in the olden days has been permitted to fall into decay and disuse. In fact, one gathers the unmistakable impression of general dilapidation throughout the city.

To no small degree, of course, this is due to the fact that the capital of the country has been removed to Moscow and Leningrad is no longer the seat of the mighty. With the passing of its prestige as the ruling city, Leningrad has slipped steadily and little is being done to maintain its position, even as a secondary metropolis.

#### Moscow Cheerful

In sharp contrast, Moscow is quite the most cheerful city in Europe, seething with activity, the hustling, bustling center of all that means Soviet Russia, the hub of the vast domain which the Soviet dictatorship operates under such rigid regulation.

In most respects, it would seem that the famous five-year plan should succeed, so far as its immediate purposes are concerned, but it will take many such plans to remake Russia. The general illiteracy of the country is still far too great to make it possible for the plan to produce all the magical results which were hoped for.

One thing is found everywhere—loyalty to the ruling government. Peasants whom we met far in the country—some of them had never seen a city—were as ardent supporters of the country as any

city dwellers. There is little question that, for these people, the Soviet rule has meant more comforts and a better mode of living than they were able to eke out under the Czaristic regime.

#### Theatre Overrated

So far as the Russian theatre is concerned, I do not hesitate to say that it does not merit the paeans sung by a host of superficial observers, but it does put a premium on originality and is exempt from the drawbacks of commercialism. The state supports the theatre in a prodigal manner and the average production is of a high order. Shakespeare, Goldoni, Moliere and other master dramatists are as popular as modern propagandist pieces.

Our only near adventure in Russia was a forced landing in a crippled plane. We came to earth in a potato patch, some hundred kilometers from Moscow. Finding ways and means to return to the capital so far from transportation proved a difficult task. In fact, the day had passed before we finally could be taken back. We did not regret the mishap, however, for it gave us the chance to see the rural Russian at home and we

found him most interesting. In his illiteracy, the simplicity of his mode of living, and his general ignorance of the world at large, he is a vivid contrast to the rural American, who has everything, knows everything and is capable of doing everything.

After we left Russia, we had a most enjoyable feast of music and drama, attending the Wagner and Mozart festivals in Munich and the Malvern dramatic festival in England.

### The Talk of the Terrace

## Marion's

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#### DRESSES

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PRETTY PYJAMAS  
for Parties

Phone WA tkins 9-9749

## Parties Are Aided By Radio Service

THE addition of deck golf, ping-pong and dancing to the amusements made available at the Thursday night parties in 425 penthouse has materially increased the popularity of the weekly affairs. Each of the innovations is attracting a growing number of addicts.

The dancing had been made possible by the London Terrace Radio Service. At each of the parties the Radio Service has installed two radio sets at the penthouse, one indoors and one on the terrace, so that music is plentiful throughout the evening, the terrace in particular having won complete favor as a dance floor, when the weather was too warm for indoor dancing. TATLER wishes to take this opportunity of expressing the gratitude of the management to the Radio Service for its splendid assistance in making the parties a success.

"Say It With Flowers"

from the

## London Terrace Flower Shop



## FLOWERS

FOR ALL OCCASIONS

Delivered Everywhere

Flowers by telegraph

8 A.M. to 10 P.M.



## LONDON TERRACE FLOWER SHOP

405 West 23rd Street  
Phone CHelsea 3-8235



## CORNISH ARMS BEAUTY SHOP

Expert Attendants  
Reasonable Prices

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CORNISH ARMS HOTEL  
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West of Eighth Avenue



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Groceries  
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Open daily 7 A.M. to 10 P.M.  
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A Treat Awaits You Today

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FRESH DAILY

We carry  
Imported St. Ivel Jams

303 W. 23rd St.  
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## Ssh! Terrace Hawkshaw Is On The Trail!

Once more the sinister shadow of baffling mystery has fallen athwart the skyward reaching towers of London Terrace. And the Terrace Hawkshaw is stumped. No kidding. For the first time in his illustriously useless career, old Hawk has had to break down and sob, "I don't know how it happened."

The title of this is "Oh, You Beautiful Doll" and of all the deep, double-dyed, dizzy mysteries that London Terrace has experienced this is the deepest, double-dyed or double-dyested and dizziest yet. Are you all atwitter? Then here goes.

Miss Elizabeth M. Sheedy, who has been living in 8-D, 460, while waiting for the completion of 7-I, 470, has a doll which has been in her possession since she was three years old or thereabouts. It accompanies her everywhere. It has been around the world with her and is just like a member of the family. The doll stands about three feet, six inches high, wears a three-year-old size dress and lives in a glass house. For nourishment it takes sawdust and star shavings.

Well, anyway, Miss Sheedy went out of town one day, recently, and left the "great, big, beautiful doll" in her glass house in a closet of the apartment. When she returned, the bird had flown the gilded cage or something. Anyhow, the doll was gone.

This was all Hawkshaw had to go on, but instantly, he started a Sweeping Investigation in his best manner. Seven maids with seven mops and a couple of vacuum cleaners did the sweeping and they swept for half a day but there were no traces of the missing doll. The Uniformed Force went into action—remember their work on the Three Canary Case?—but nothing happened. Miss Sheedy, needless to say, was heartbroken plus disconsolate minus hope. As for old Hawkshaw, life became Stark Tragedy for him. He relapsed into morbid sulks. There simply was no living with him during this Trying Period.

Suddenly, there came a telephone call from the swimming pool that mysterious footprints had been seen on the floor of the ambulatory—which is against the rules, as you know—if you don't, go down and leave a footprint on the ambulatory and see what hap-

pens to you. Anyway, old Hawk, with the old fire in his eye, dashed over, but disappointment was his due. No doll appeared. But almost simultaneously, a call came from Miss Sheedy and she announced in a mystified but radiant voice that the doll had suddenly reappeared, that morning, two days after its disappearance, leaning up against the door of her apartment.

It's Hawkshaw's theory that the doll went to the swimming pool but that's where his theories halt and he admits he doesn't know.

## Famous Vocal Teacher New Terrace Resident

A DISTINGUISHED new arrival in the large and rapidly growing musical, literary and artistic colony in London Terrace is Mme. Emma A. Dambmann, teacher of voice culture, who has just taken Apartment 1-E, 430 West 24th Street. Of her, the *Musical Courier* of September 12, 1931, said:

"Emma A. Dambmann, whose bel canto method has brought her many pupils, has been spending the summer at her Shelter Harbor, R. I., bungalow. On October 12, however, she will move to her new London Terrace Studio, New York City.

"During the past month, Mme. Dambmann gave a musicale in honor of Mrs. Walter Greene, and her pupil, the eleven-year Wendy Greene. This young girl has a natural mezzo-soprano voice which gives indication of much promise. Participants in the musicale were Laura Jones, violinist; Eleanor Turner La Zazzera, pianist; Gustavo La Zazzera, cellist; Mme. Dambmann, contralto; Albert B. Bailey, pianist and organist, who accompanied his daughter, Miss Alma Bailey, soprano. A program of water sports was arranged by Mme. Dambmann, which is an annual event at the resort."

## At Hot Springs

MRS. A. S. BUGBEE, 8-E, 440, is enjoying a month's visit with her daughter, Mrs. Maud Randolph Turner, in Hot Springs, Virginia, where Mrs. Turner is a permanent resident at the Homestead Hotel.

## RESTAURANT Chaffard

formerly with Mouquin's

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SIR THOMAS and Lady Esmond of Ireland and Miss Anna Frances Levine, well-known portrait painter, were the guests of Miss Margaret Brennan, 6-A, 435, on September 9. Sir Thomas Esmond is the president of the Bank of Ireland.

He and Lady Esmond spent the summer at their shooting lodge in Canada, later visiting friends in Norfolk, Virginia; Princeton, N. J., and New York before sailing for England on September 12.

John J. Scofield, resident manager of London Terrace, escorted the distinguished visitors through the Terrace, Sir Thomas expressing himself as deeply impressed by the beauty, magnitude and many conveniences of the Terrace.

MIMI Ourbacker, daughter of Mr. and Mrs. Samuel H. Ourbacker, 3-F, 450, was hostess to ten of the youngest guests any London Terrace apartment has had in many a day in honor of her third birthday on Friday afternoon, October 2. The ten guests included Donnie Maurer, Tommy Dowd, Jr., Rosemary Reilly, Isabel Levine, Junior Powers, Miriam Manley, Eleanore Lewis, Phoebe Marx and Elizabeth Ourbacker.

## New Buildings of Terrace Now Open

(Continued from page 3)

dled, both by the management and the maintenance department, the new tenantry was able to move in with a minimum of difficulty.

With the final touches still to be put on the new buildings, and some of the service facilities still in process of final installation, the speed with which problems were solved and disposed of was striking. In another week or two, everything will be operating with perfect smoothness and the last workman will have vanished from the scene.

The swimming pool is in full operation. The gymnasium will be ready in the immediate future. All the equipment is here and much of it has already been installed. Watch for the announcement of its opening.

During the course of the present month, all four of the restaurants will be opened.

## AMONG THE STARS



MISS FINETTE WALKER

EVERY month, TATLER discovers some new and interesting personality in the Terrace's artistic colony. Our latest "find" is Miss Finette Walker, 2-C, 460, whose photograph herewith tells its own story, with little or no assistance from us. Recently, she's been singing over the National Broadcasting Company's network and she's one of the best reasons we can think of why television should be perfected.

Miss Walker was born in Michigan, not so many years ago, and has lived in various states of the union, as well as in Mexico and Peru. After attending George Washington University, she decided to enter upon a business career in a big way, so she entered the Washington School for Secretaries. But you can't bury the urge of Art behind a typewriter.

She took up voice culture in Washington under Kurt Hetzel and displayed such vocal talent that she made her bow to the public with the Washington National Opera Company, with which organization she played for several seasons. Then she came to New York and played in a number of Shubert musical shows. Her latest stage appearance was in the Goetz production, "The New Yorkers." Since the closing of that show, she has been devoting most of her time to radio broadcasting.

Likewise, during October, the London Terrace barber shop and beauty parlor will be opened in 465 West 23rd Street.

In short, before another 30 days have passed, the complete London Terrace will be opened and occupied and operating at full swing.

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## SEPTEMBER BRIDGE RESULTS

### CONTRACT Group I

Team	Match Points Sept. 3	Match Points Sept. 17	Total
1. Mr. and Mrs. F. Ronald Mansbridge	35	77	112
2. John F. Tighe and Mrs. Tighe	35		
John F. Tighe and J. Marc Gardner		76	111
3. Mr. and Mrs. David Cohan	33½	74	107½
4. Mrs. J. B. Rosenbach and Mrs. Guryan	40½	48½	89
5. L. S. Henry and Mrs. E. Simpson	—	62½	62½
6. F. J. Freund and Mrs. J. Tuckerman	—	59	59
7. Miss Martha Tipton and J. C. Tipton	—	44	44

### Group II

1. Mr. and Mrs. A. B. Riouffe	38	76	114
2. Mrs. Samuel Ourbacker and Anthony Slesinger	37½	71	108½
3. Miss Dagmar Oakland and C. S. Kefover	33½	65	98½
4. Mr. and Mrs. Louis A. Berko	35	53½	88½
5. Mrs. A. Combs and Miss Mary Bergh	—	65½	65½
6. Mr. and Mrs. B. L. Clarke	—	62½	62½
7. Miss Honora Frawley and Miss Shea	—	47½	47½

### AUCTION

#### Group I

1. Misses Nettie Charon and M. Machenberg	77	86	163
2. Mr. and Mrs. R. W. Braney	66	95½	161½
3. Otto Black and Adolph Wilhelm	63½	98	161½
4. Mr. and Mrs. John S. Martin	62	94½	156½
5. Mr. and Mrs. Julian Wallach	58½	94½	153
6. Mrs. B. O. Smith and C. P. Jensen	61½		
Mrs. B. O. Smith and C. B. Webb, Jr.		74	135½
7. E. D. Gruen and A. C. Boncutter	—	83	83
8. Mr. and Mrs. E. F. Harden	52½	—	52½
9. Mrs. A. Miller and Miss Ruth Miller	—	46½	46½

#### Group II

1. George I. Fox and John M. Savage	75	116½	191½
2. Mr. and Mrs. C. B. Webb	66	93½	159½
3. Mrs. F. E. Morrow and Mrs. C. Baxter	70	80	150
4. Mr. and Mrs. T. T. Maxey	55½	82	137½
5. Misses Sally and Florence Coulter	42½	79	121½
6. Misses R. Machenberg and L. Last	51		
Misses R. Machenberg and E. Jenkins		62½	113½
7. Miss E. Cronin and Mr. Blumenfeld	—	90½	90½
8. Miss Corinne Breeding and E. J. Westrate	81	—	81
9. Mrs. J. Humphreys and Miss C. Cherepy	—	68½	68½

**I**N MATCH point scoring, match points are awarded for each individual deal. The team making the lowest score on the deal is given 0. The team scoring the next highest on the deal is awarded 1 match point, the next highest 2, the next 3, and so on.

## Club Service Aids Playgoers

(Continued from page 5)

before their New York openings and selects, each month, the most outstanding, both from an educational and entertainment standpoint. Proof of Playchoice's skill in selection and service is found in the fact that members have enjoyed such plays as "The Green Pastures," "Once in a Lifetime," "Grand Hotel" and numerous other successes, on the nights most convenient to them."

This seems to be a grand opportunity for theatre-goers and Miss Vilas suggests that, if you are interested and would like to learn more about becoming a member of this worth while organization, you drop her a note or telephone (LOngacre 5-2827) and she will be happy to give you complete details.

As usually happens when TAT-

LER does a bit of probing, it develops that Miss Vilas has an interesting story of her own. Being the daughter of the vice-president and general counsel for the National Biscuit Company hasn't prevented her from doing things "on her own." She attended the Barrington School at Great Barrington, Mass., for two years and then the Finch School in East 78th Street, New York City.

Instead of "coming out," she went in for dramatics, studied under Vida Sutton and Robert Suran, then studied art at the Grand Central Art School, with particular attention to stage scenery. She has done a great deal of amateur acting and scored so decisively that she has had several offers for important parts in Broadway productions, but parental objection has prevented her acceptance.

## Bridge Groups Are Separated

**S**O great has been the increase in attendance at the Penthouse bridge parties that it has become necessary permanently to segregate the contract and the auction duplicate games. Hence, the two divisions are competing for the October trophies on alternate Thursdays. Each has already held one of the three sessions of play for the cups, the contract division on September 24 and the auction division on October 1.

Contract will be continued on October 8 and 22 and auction on October 15 and 29. On October 1, inaugurating the monthly auction contest, the largest single duplicate game to date was held, there being 12 tables of play in the tournament. At the end of the evening, Mr. and Mrs. David Cohan were in the lead in the North & South group and Sylvia Olenick and Martin Wasse led the East & West teams. In contract, Mr. and Mrs. F. Ronald Mansbridge once more lead the North & South group and Mr. and Mrs. John F. Tighe are out in front East & West.

### Close Contests

(Continued from page 5)

the second night, after Miss Nettie Charon and Miss M. Machenberg had taken an 11 point lead at the first session. Only their long lead saved them, as they faltered on the second night, coming home with a margin of only 1½ points over Mr. and Mrs. R. W. Braney and the team composed of Otto Black and Adolph Wilhelm, who tied for second place. The final count of the leaders was 163 to 161½.

In Group II, George I. Fox and John M. Savage made a runaway race of it at the second session, scoring the huge total of 116½ points at this session and giving them a clear lead of 32 points over the second place team. Mr. and Mrs. C. B. Webb, who had finished in fourth place at the first session, pulled themselves into second place by their sterling play at the second session.

The complete results will be found elsewhere in this issue.

However, she has a vicarious but avid association with the theatre firmament through her work with Playchoice, in which she has been most successful.

NORTH

WEST  EAST

SOUTH



PROBABLY no game in the world pays such big dividends for some clear thinking at the right moment as bridge. Of course, no one should hold up the game unduly, but there's no law against a few moments of concentration. In other words, *think fast, but think!*

For instance, Board No. 2, on September 17, offered a "juicy" deal to East and West. At most tables, they plunged into it with gusto and all congratulated themselves when they scored a small slam in Diamonds on the deal. The self-congratulations were a bit out of turn. *In not a single instance was the deal played for all it was worth*, containing, as it did, an easy grand slam in Clubs. At contract, the highest score made on the hand was 1190 points, a six Diamond bid, doubled. The grand slam bid in Clubs undoubled would have given East and West 1440. The deal:

North		
♠ 10 6 4		
♥ K Q J 10 2		
♦ J 8 4 3		
♣ 9		
West	East	
♠ 8 5 3	♠ —	
♥ 9 5 3	♥ A 7	
♦ —	♦ AKQ 10 7 6 5 2	
♣ A Q J 8 6 5 2	♣ K 10 3	
South		
♠ AKQJ 9 7 2		
♥ 8 6 4		
♦ 9		
♣ 7 4		

East dealt and, primarily, the result of the deal is up to that position. In most instances, East started—at contract—with two Diamonds, South bid two Spades, West three Clubs, North three Spades and East went back to four Diamonds, or jumped to five. Whether or not South persisted with the Spades, West again overcalled and when the bid came around to him again, East had his moment for concentrated thought. The situation should have been easy to read. The hand clearly advertised itself as a freak. West, by his persistent refusal to support the Diamonds, was shouting to the skies that he had either a blank or singleton in Diamonds but did possess length and strength in Clubs. And there sat East with

## Team Championship Tourney

THE first annual London Terrace team championship tournament in both contract and auction bridge will be held in November and December. Contract will be played on Wednesday nights and auction on Thursdays, play to be conducted every week for seven sessions. The contract sessions will be held on November 4, 11, 18 and 25 and December 2, 9 and 14. Auction will be played on November 5, 12, 19 and 26 and December 3, 10 and 17.

Any team may play at any time during the tournament, but must play at least five of the seven sessions to qualify for the trophies.

**IMPORTANT!** For this tournament, it is required that both members of each team be residents of London Terrace and it will not be permissible to change partners during the course of the tournament.

Entries close at 5 P.M., Tuesday, November 5, in each division. Send or phone your entry to Miss Tuckerman in the Administration Office.

superlative support for Clubs and a "power house" besides. He should have bid seven Clubs then and there, a bid which would very probably have been doubled. But East, dazzled by the Diamond length and the 100 honors, "missed the boat."

At seven Clubs, it doesn't matter what North's lead is. On the probable Spade opening, East trumps with the Club three and returns the Club 10, overtaking in West's closed hand and returning a low Club to the King, mopping up the outstanding trumps and putting the lead in Dummy, which then plays the Ace, King and Queen of Diamonds, on which West sheds two losing Hearts and a Spade. The second round of Diamonds having revealed the 4-1 distribution of the suit, West leads a fourth Diamond from Dummy and trumps in his own hand, felling the Jack in North's hand. Now, a Heart lead to the Ace puts Dummy in again to play another diamond on which West sheds the last losing Spade in his hand and leaves him with nothing

but trumps and a grand slam.

If Hearts are led first, the Ace in Dummy takes the trick and the three and King of Clubs are used to clear the trumps, using King for second round to put the lead in Dummy again. Then when the Diamonds are trumped in closed hand, the third trump in Dummy is used for a reentry. Either way, the grand slam is simple.

One of the most interesting deals of the September 3 session was the following:

North		
♠ 7 4 2		
♥ A 8 3		
♦ Q 10 7 6		
♣ 8 7 5		
West	East	
♠ 10 9 8 6 5	♠ —	
♥ K 9	♥ J 10 7 6 5 4	
♦ 5 4	♦ A K J 6	
♣ A K Q 6	♣ 9 4 3	
South		
♠ A K Q J 3		
♥ Q 2		
♦ 9 8 3		
♣ J 10 2		

The outcome depended chiefly on the judgment of the Declarant.

At only two of the eleven tables which played the deal was it played for maximum possibilities, one at contract and one at auction.

At both the contract and auction table which produced the best results, East secured the bid at four Hearts. The Spade King was led and trumped by East, who then led a low Heart to the Dummy. In each instance, South refused to put up the Queen—it would have made no difference in the result, anyway—and Dummy played the nine. At the auction table, North didn't hop up with the Ace so the nine held the trick. East trumped another Spade in his hand and led another low Heart, which the King took, killing the Queen, but again North held off. East led a low Diamond to the Ace in his hand and then another Heart which forced out the Ace. North returned a Diamond. East recognized that a small slam was possible if the Diamond finesse worked and the Clubs were divided, so he put up the Jack and after that hauled in the rest of the tricks.

On Board No. 13, there was a wide divergence of scores, the result depending entirely upon West's defensive ability.

North		
♠ Q J 6 3		
♥ K 9 7 3		
♦ A K 7 6 4		
♣ —		
West	East	
♠ A K 7 2	♠ 10 8 5 4	
♥ 8	♥ Q J 10 5 4	
♦ J 9 8 5 2	♦ Q 10 3	
♣ A 8 7	♣ K	
South		
♠ 9		
♥ A 6 2		
♦ —		
♣ Q J 10 9 6 5 4 3 2		

The deal, of course, plays at Clubs. After the second round of Spades is trumped in South's hand, it should be obvious to West that the only hope of saving game is to find a winning trump honor in East's hand, so West should duck the first lead of trumps. In any event, there is nothing to be gained by going up with the Ace. Ducking insures East and West three tricks.

—E. J. W.



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# A New Conception

(Continued from page 3)

crosstown horsecars. The subway crept upon Chelsea, supplementing the surface and the "L" lines, but every year, the grass grew green in the front yards of Chelsea Cottages and London Terrace. The sidewalks of 23rd Street were widened, but the dwelling yards of the Terrace buildings retained their unique quaintness, though some of the footage was necessarily cut off. The same iron filigree remained over some of the doorways and porches. The same Colonial stateliness of others, the same iron fences that separated the yards from the streets—through the decades they remained to remind the passers-by that the builders of old did their work well.

### Progress Ceases

And the progress which had swept up to, over and past Chelsea now proceeded to abandon it entirely. In many respects it became almost a forgotten region. Builders looked ever to the north, or the east or west across the Hudson. But they completely overlooked this delightful section, in the very heart of the city, almost begging for some one to take advantage of its location and its possibilities, within a stone's throw of all that represented the monumental activity of the world's greatest metropolis.

Then, one day, a man, whose uncanny foresight and keen sense of values and possibilities had already made him one of the outstanding figures in the New York real estate and building world, wandered into Chelsea and began looking about him.

For a considerable period, Henry Mandel had devoted himself to a study of the Chelsea situation. And his attention became fixed more and more upon the block that since 1845 had held London Terrace and Chelsea Cottages. He was particularly impressed with the fact that here was an exceptionally desirable portion of New York City, a region of quiet in the heart of the metropolis, unusually accessible, which should be transformed into an up-to-date residential district for those New Yorkers whose business and social penchants made it desirable for them to live in midtown Manhattan.

### New Possibilities

His ideas crystallized and developed slowly but definitely. He walked around the block, bounded by Ninth and Tenth Avenues,

23rd and 24th Streets, many times, visualizing its possibilities, as he unfolded a new conception of what city living might mean, if a new and magnificent type of dwelling place could be devised.

No one had ever projected an apartment development which should include an entire block of homes under one roof, but the more he considered the proposition, the more it appealed to him that, in a project of such magnitude lay the possibility of making his conception become a reality.

It was not a hasty decision that he finally came to. He analyzed the project's possibilities completely and from every angle. But once his decision was made he acted with the customary Mandel aggressiveness and facility.

He first acquired a leasehold on the entire block, for anything less than the block would not have met with his requirements. With this momentous step taken, he set his architectural staff to work on plans for his monumental structure. From the first, he had determined to retain the name of London Terrace. He hoped that he might retain some of the old London Terrace atmosphere. Until the project was completed, he did not realize how completely he had succeeded.

The new London Terrace was designed in various and sundry forms before the final plan was drafted and accepted.

### Wreckers Arrive

On June 5, 1929, the wreckers moved to the London Terrace block. Despite all that had been published concerning the project, their arrival came almost as a shock to many of the residents of old London Terrace. They appeared to find it impossible to believe that, after all, the old piles in which they lived and which had endured for 84 years were to be torn down to make way for a new and modern structure. When realization finally did come, Chelsea witnessed the greatest moving day in its history, a moving day accompanied by many volubly expressed protests against the invader who was upsetting all the placid changelessness which had come to be accepted as the characteristic of the district.

Next month, in the final installment of this history of London Terrace and old Chelsea, will be told how the new London Terrace came into being to rear its majestic heights as the symbol of a new era.



## When Peg Was Queen

ON or about October 15, four restaurants will open their doors in London Terrace, all to be operated by Ye Peg Woffington Coffee House, Inc., and thereby adding another distinctive touch to the atmosphere of the Terrace.

Ye Peg Woffington organization is not just a name. Its title is rooted deep in the traditions of old England, harking back to the days when the cheery coffee house first came into being in London, where poet and artist, dramatist and player, merchant and professional, sat down side by side for a cup of coffee and a slice of roast beef while they chatted of the day's gossip.

This tradition the Peg Woffington restaurants of today in New York have carefully preserved. They are still the cozy dining rooms, brought up to date in equipment, of course, but still bearing the aura of that bygone day when the great Peg Woffington herself ruled supreme in the world of the stage.

Because London Terrace is in itself a bit of old England in the heart of New York and because the Peg Woffington dining rooms will add to the charm and old-world atmosphere of this home colony, TATLER is herewith presenting a bit of the background on which they are founded, believing that it will interest you.

### Tempestuous Career

There have been few careers on the stage more romantic, more tempestuous or more triumphant than that which made Peg Woffington the toast of the English stage. Undoubtedly she inherited the sense of humor which was responsible for her many pranks of later years from her Irish parentage. Peg was born in Dublin in 1720.

It was a humble home in which she first saw the light of day and it became humbler when her father died, and her mother was compelled to eke out a precarious living as a washerwoman.

But Peg also did her bit. To help the family's meager income, she went to the College Green daily with a basket of oranges which she sold there.

Peg always was a pretty young creature and sales were good. The turning point in her life came when Madame Violante, a popular tightrope dancer of the day, met her one night and was instantly attracted by Peg's grace and

charm. She urged Peg to take up dancing and herself became the teacher of the young orange vendor.

### Instant Success

Under the tutelage of Madame Violante, she soon perfected her dancing to the point of being offered small parts in theatrical productions in Dublin. Obscure as she was at that time, she immediately won the hearts of both the theatrical folk who associated with her and the playgoers who saw her, all of whom loved and adored her.

Then she fell in love with a country squire and went to London with him, but he betrayed her and began to pay court to a wealthy woman. Whereupon Peg proceeded to demonstrate just what a "woman scorned" can do to upset the best laid plans of the scorner.

Little dreaming, perhaps, how often she was to indulge in the masquerade behind the footlights in later days, she disguised herself as a young Irish gentleman and made the acquaintance of her rival. Once she had won the latter's confidence, she exposed her lover's villainy, broke up the match and won the lasting friendship of the young woman in the case.

### First "Living Picture"

Into her mischievous Irish mind now came the inspiration for innumerable pranks which resulted in the discomfiture of many of her contemporaries, prompted by the success she had gained with her first attempt at male disguise.

About this time she began to sit for portraits and, perhaps, created the so-called "living picture" idea. She used to place her head through a canvas portrait and defy all and sundry to tell the difference from the painting.

Her premiere on the London stage was one of the greatest successes in all English theatrical history. She took the town by storm and Conway wrote to Walpole that "all the town is in love with her." She played all the parts known to the limited stage of that day, with a remarkable versatility of characterization. Her male impersonations were so strikingly true to life that male actors accepted her as their equal, an unprecedented situation in a period only a few decades removed from the time when no women whatsoever ever appeared behind the footlights.

(To be continued)

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*For women:*

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Also Arch Preservers

*For men:*

**FLORSHEIMS**

**ARCH PRESERVERS**

*Also Smith Shoes for men  
 and women*

**KALI-STEN-IKS**

*for Children*

## SMITH'S SHOES

**251 Eighth Avenue**

New 300 West 23rd St. Bldg.

Telephone WAtkins 9-3236

## "We Have With Us"

(Continued from page 4)

course. Then came misfortune. Mr. Connelly became a paralytic. Mrs. Connelly did not hesitate. She took upon herself the burden of supplying the family income.

### Handled Casualty Lists

She entered newspaper work, starting her career by handling casualty lists during the war for the Chicago *Daily News*. After leaving the *News* she worked in various places, up and down the country, covering every conceivable type of news story, constantly absorbing the experience and information which was to prove so valuable in her later work.

A publishing house wished to issue a series of 30 business textbooks, comprising a complete course in personnel work. After three men had failed at the task, Mrs. Connelly entered the equation. She took up the job, conducted all the necessary research work and then wrote the entire set, to the accompaniment of three cheers from the publishers.

Her next job was as editor of two magazines, *The American Restaurant* and *The Food Journal*, for which she handled all copy, make-up, proofreading, etc., alone. But she kept right on, improving her work all the time, writing anything and everything—shopping columns, beauty hints, advice to the lovelorn and what not.

### Success in Fiction

She began writing short stories and now her newspaper and editorial background stood her in good stead, for she was almost instantly successful. From short stories, the step into full-length book authorship was an easy one. "Alimony Queens" scored immediately. As an interesting fact, more than a quarter of a million people have read the story, as it was published serially in all parts of the country. And when the picture is released by Fox, several more millions will see and hear it.

Her style is that direct, interesting one which is the natural product of her newspaper career, sophisticated and smart and wholly absorbing to the reader. As one might gather from the foregoing, her capacity for work is apparently limitless. She wrote three books last year, but admits that henceforth she's going to take things a bit easier. She's a widow now, but is still intensely interested in her work and has no intention of

abandoning it, with the popularity of her books steadily increasing.

### News Work Helped

"Reporting gave me a good sense of dramatic values and a slant on human nature which I could not have acquired in any other way," she is quoted in a recent edition of *Newsdom*. "The three essentials of fiction—character delineation, story element and dramatic value—are part of ordinary newspaper training. Story writing just goes one step further. The reality that plays the important part in a news story is merely made more palatable by the addition of glamour. Plot development is of minor importance. There is nothing mysterious about it.

"The first thing to remember is that logic is as important to fiction as it is to the everyday news story. Your reader will always, consciously or subconsciously, make a comparison between the fictional situation and actual fact. You must be prepared for that—make your background real and have your characters behave as they do in life."

Mrs. Connelly is particularly proud of her present apartment in London Terrace. She says it has everything she has ever wanted—the sun, the moon, the stars and New York harbor. It was decorated by Miss Dorothy Lander, whom Mrs. Connelly brought all the way from Chicago for the purpose. "I could live here for months," she says, "and never need to go outside of London Terrace."

### In White Mountains

Mr. and Mrs. Leo Rosenbloom, 16-D, 445, are away on their annual tour of the White Mountains, in Maine and Canada. They will spend considerable time at the "Mount Washington," Bretton Woods.

### New Office

**DR. JOHN T. FLYNN**, Optometrist and Optician, a graduate of the Pennsylvania College of Optics and Ophthalmology, who has been practicing in Chelsea for the past ten years, has opened a new and modernly equipped office in the new building at 300 West 23rd Street at Eighth Avenue where he is more conveniently accessible to his London Terrace clientele.

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## New Arrivals at Terrace

AMONG the new arrivals at London Terrace during the past month are the following. In presenting this list, TATLER wishes to admit that it is not impossible that there may be some slight inaccuracies, due to the difficulties of compiling it in the midst of an intensive moving season. We may have a "Miss" or a "Mrs." wrongly labeled and we may have omitted a "Mr.," a "Mrs." or a "Miss" where one should be included. If so, please accept our apologies in advance.

It should also be stated that here, as elsewhere in this issue, the addresses are keyed as follows: The name is followed directly by the apartment number, such as "2-D" or "11-E," etc. Following the apartment number is the street address. All odd numbers, such as "435," "405," etc., are on 23rd Street. All even numbers, as "410," "440," etc., are on 24th Street.

Ludwig Tiedeman, 9-D, 420.  
Miss Florence Bord, 8-G, 410.  
Charles Bonnin, 16-F, 440.  
Mrs. Lewis Cohen, 10-A, 420.  
Mr. and Mrs. Jacob Milsner, 12-F, 430.  
Fred A. Watte, 4-E, 435.  
Francis L. Munkasey, 7-H, 405.  
Mr. and Mrs. Dickens, 11-D, 450.  
Miss F. Susanne Quiggle, 11-D, 415.  
Miss Katherine L. Drew, 7-C, 410.  
Charles A. Mount, 7-B, 420.  
C. Everett Jones, 17-A, 460.  
Miss Carolyn M. Hidden, 14-C, 450.  
A. J. Mertz, 3-B, 405.  
Edward Rosse, 7-G, 405.  
Thomas Rockafellow, 4-L, 410.  
Jacob Jolles, 14-G, 410.  
Mr. and Mrs. Arthur Pollack, 2-A, 415.  
Daniel B. Browne, 11-G, 410.  
Miss Laura Fox, 17-C, 440.  
Miss Erna E. Keppler, 8-E, 410.  
Albert Walsh, 8-G, 405.  
Russell Walsh, 15-L, 405.  
Miss A. C. Stackpole, 15-C, 425.  
Mrs. Lillian Erff, 3-C, 410.  
Walton P. Smith, 11-A, 405.  
Miss Marguerite Dunn, 10-D, 405.  
Dr. S. C. R. Hilfer, 19-B, 405.  
Messrs. Otto Black and Karl Wilhelm, 3-C, 440.  
Dr. Sophie Kelner, 6-L, 410.  
Robert Allen, 6-I, 405.  
William F. Whitman, 3-I, 405.  
Mr. and Mrs. John McKittrick, 4-L, 405.  
Mr. and Mrs. Louis Burgess, 5-E, 460.  
Mr. and Mrs. Percy T. Coburn, 7-A, 460.  
Mr. and Mrs. Wade S. Nivison, 5-C, 460.  
Mrs. Gladys G. Hare and Mrs. Moore, 15-E, 405.  
Mr. and Mrs. Bruce E. Grunden, 7-D, 450.  
Mr. and Mrs. Leon Brozen, 5-E, 405.  
Mr. and Mrs. Paul Carlson, 10-C, 405.  
Mr. and Mrs. Chester Thorp, 14-B, 420.  
Mr. and Mrs. Albert Woodruff Gray, 17-A, 405.  
Mr. and Mrs. Harvey W. F. Adams, 7-A, 405.  
Miss Paulette Essner, 6-D, 405.  
Mr. and Mrs. James J. V. Fleming, 5-F, 430.

Mr. and Mrs. John S. Martin, 2-B, 425.  
Mrs. Violet Vollbracht, 17-F, 450.  
Mr. and Mrs. Sol Greene, 3-D, 440.  
H. McCorkle, 11-H, 405.  
Miss Bess Neely, 12-G, 410.  
Miss Loretta T. Dorsett, 9-A, 460.  
Miss Anne M. Bergin, 2-E, 455.  
Mr. and Mrs. Herbert Russell and daughter, 11-F, 460.  
Mrs. Vernie E. Connelly, 17-A, 430.  
Mr. and Mrs. Charles Loghry, 14-D, 460.  
Mr. and Mrs. Charles Schmidt and son, 14-E, 425.  
Mrs. Frances Kinney, 15-C, 460.  
Mr. and Mrs. Ignatius L. Farry, 15-A, 440.  
Miss Grace McKinney, 6-D, 455.  
Mrs. Elena B. Keener, 2-D, 440.  
Messrs. A. Boncutter, E. Gruen, Charles Briggs and L. Hatcher, 7-F, 445.  
Mr. and Mrs. Carl Licht, 12-D, 430.  
Mrs. Alexander Stoddart, 5-B, 425.  
Mr. and Mrs. Charles G. Wilson, 15-E, 435.  
Mr. and Mrs. Aaron E. Stein, 15-F, 430.  
Mrs. Zora Kinsey, 4-A, 430.  
Miss Dorothy Dalton, 11-A, 415.  
Colonel and Mrs. Walter Delameter, 11-E, 450.  
Mark Roberts, 12-A, 455.  
Lawrence Sherritt, 16-C, 460.  
Misses Betty Ann and Rhoda Herr, 16-D, 460.  
Mr. and Mrs. David Pomerantz, 10-A, 430.  
Maurice Decrueck, 17-C, 430.  
Mrs. Irene App, 11-C, 435.  
Miss Mildred D. Hamman, 11-C, 460.  
Milton Berkowitz, 17-B, 450.  
Miss Ruth Sammis, 11-C, 445.  
Miss E. Whitman Jackson, 14-C, 420.  
Mr. and Mrs. C. Budd Conrad, 5-F, 460.  
Miss Billie Katholis, 2-D, 445.  
Mrs. Nora Culhane, 16-A, 435.  
Miss Marguerite Dillon, 15-B, 420.  
Miss Janet Hilton, 8-D, 420.  
Mr. and Mrs. Edwin J. Westrate, 2-F, 435.  
Mr. and Mrs. Clifford Vaughan and child, 1-A, 450.  
Mr. and Mrs. Andrew Berry, 9-C, 450.  
George G. Bowman, 11-F, 435.  
Jack Scott, 4-A, 455.  
Dr. and Mrs. Louis G. Bleier, 17-B, 460.  
Mr. and Mrs. M. Fishel, 15-B, 460.  
Max Jacobs, 10-I, 410.  
Mrs. Molly Hall Riggs, 2-L, 410.  
George J. Spangler, 5-C, 455.  
John H. Hull, 8-D, 425.  
Max M. Weiss, 11-A, 435.  
A. C. Owens, 14-C, 440.  
Misses Bessie Berwick and B. A. Girard, 10-M, 410.  
Mr. and Mrs. Walter H. Edwards, 4-A, 405.  
Mr. and Mrs. Wallace Miller, 5-E, 410.  
Mr. and Mrs. John Fowler, 6-B, 450.  
Mrs. Jelisava S. Campbell, 8-E, 450.  
Miss Josephine F. Cody, 8-B, 460.  
Miss Geraldine B. Novak, 3-C, 445.  
Miss Ada A. Whelpley, 7-D, 420.  
Miss L. E. Lowber and mother, 11-E, 460.  
Miss Marion C. Hay, 4-D, 455.  
Miss Elizabeth M. Sheedy and father, 8-F, 460.  
Miss Bertha Lutz, 4-D, 405.  
Miss Georgiana M. Perchette, 6-C, 405.  
George R. Byrd, 2-D, 435.  
Miss Maie Goehringer, 7-D, 405.  
Samuel H. Howe, Jr., 9-G, 410.  
Leslie Acker, 12-E, 420.  
Emil Baptiste, 4-D, 410.  
Mr. and Mrs. Jacob Hyman, 3-F, 405.  
Miss Christine Scott, 9-D, 425.  
Samuel P. Budd, 19-C, 405.  
W. Wright Gillies, 2-K, 405.  
Mrs. Netye D. Carson, 10-C, 450.

Miss Carroll D. Wills, 4-C, 440.  
H. S. Traw, 2-B, 445.  
Mr. and Mrs. Milton Nussbaum, 11-D, 410.  
E. G. Woodworth, 12-B, 425.  
Miss Neva Segal, 4-C, 410.  
Achille G. Marco, 3-A, 425.  
Miss Louise L. O'Brien, 6-A, 440.  
Miss Mildred D. Wallace, 6-I, 410.  
Alfred G. Berwin, 9-A, 415.  
Miss Sandilla Stern, 11-I, 410.  
Martin Tarr, 7-C, 435.  
Miss E. M. Walsh, 3-D, 410.  
Mr. and Mrs. B. Cohen, 4-E, 455.  
Miss E. Klein, 6-D, 450.  
Elwood Baker, 3-B, 450.  
William H. Boos, 16-C, 445.  
Miss Colette Kirchner, 9-E, 420.  
Ricardo de Rojas, 12-C, 455.  
Misses Dorrington and Smedley, 8-I, 410.  
Lee S. Montgomery, 4-F, 460.  
Lester B. Isaac, 7-B, 450.  
Abe Kaufman, 15-G, 410.  
Miss June T. Ellsworth, 17-A, 450.  
Alexander Binder, 17-E, 460.  
Raymond C. Rose, 5-B, 460.  
Joseph P. Connelly, 10-B, 420.  
John Lilley, 14-B, 460.  
John O. Brubaker, 9-E, 460.  
Mr. and Mrs. F. L. Weildant, 2-J, 405.  
Miss Florence Foster, 6-D, 445.  
Miss Starbuck, 6-C, 455.  
Miss Irene Garibaldi, 10-G, 410.  
Mr. and Mrs. Robert W. Braney, 6-E, 410.  
Sidney Fisk, 10-K, 405.  
Mr. and Mrs. William L. Tasch, 17-B, 405.  
Bert V. Hayward, 16-F, 445.  
Mrs. Frances L. Field, 7-I, 405.  
Julian C. Weiss, 7-K, 405.  
Mr. and Mrs. Stuart Campbell, 7-C, 425.  
Miss Ethel Barnes, 11-C, 405.  
L. W. Heller, 14-E, 460.  
John G. Crandall, 9-C, 405.

### We're Sorry

WE'VE been taken to task by two more new residents at London Terrace for failing to announce among the new arrivals that they, too, came. So we herewith extend our apologies to Mrs. Wm. D. Whitelaw, 7-M, 410, and to Mrs. Timothy Patterson, 5-C, 420, for having omitted their names. We try to keep the "New Arrivals" list absolutely accurate, but sometimes "Mr." does slip in alone, instead of "Mr. and Mrs." Incidentally, Mr. and Mrs. Whitelaw both qualify for the Terrace Foreign Legion as both were born in Glasgow, Scotland, and came to America ten years ago.

### New Electrical Chief

CARL LOMBOLT has taken the post of chief electrician at London Terrace. Mr. Lombolt is a graduate of the Royal Military Academy of Denmark—the Danish West Point. Mr. and Mrs. Lombolt are living at 15-A, 460.

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## Swimming Pool Open

(Continued from page 3)

all residents of London Terrace, TATLER wishes to reiterate what has probably been brought to your attention already. The pool is 75 feet long and 35 feet wide and has seven Olympic lanes for use in swimming races. It ranges in depth from 3½ to 12 feet. The point of decline in the depth of the pool is well roped off so that there is no danger of anyone suddenly finding himself in deep water. So far as that is concerned, the water is so clear that the bottom is visible at all times.

### Temperature Uniform

It matters not what the temperature may be outside the building, the temperatures of both the water and the atmosphere are kept absolutely uniform at all times. It's going to be just as comfortable swimming in the Terrace pool when the thermometer stands at zero outside as in the middle of summer.

A complete filtration system changes the water constantly at the rate of 600 gallons a minute. As the pool holds 140,000 gallons, this means that a complete change of water occurs every four hours.

There are several hundred lockers in each of the men's and women's locker rooms, with attendants always on hand during the hours the pool is opened.

Admission to the pool itself is obtained in the 470 West 24th Street building, both from the street and the subterranean corridors which connect all parts of the Terrace.

### Operated by Club

The pool is operated by the Terrace Club under the direct personal supervision of Ward P. Brennan.

From Monday to Friday, inclusive, residents of London Terrace may use the pool without charge between the hours of 7:30 and 11 A.M. After 11 A.M., for these five days of the week and from 7:30 A.M. to 11 P.M. on Saturdays and Sundays, the admission charge to residents of London Terrace is 50 cents. Guests of Terrace residents are admitted for 75 cents at all times. Non-residents of London Terrace who are not guests of tenants may, at the discretion of the Terrace Club, be admitted for \$1.00.

The admission charge includes bathing suits, towels and soap. Do not bring your own suit, as the use of individually owned suits is prohibited by city regulations.

For the preservation of complete sanitation in the pool at all times, a list of regulations has been adopted, which you will find posted in the locker rooms.

### Exhibits Paintings

Saul Schary, 17-A, 435, who is one of the better known artists residing at London Terrace, has two paintings on exhibit at the present time at the Daniel Gallery.

### Return from Vacation

M.R. and Mrs. E. H. Gertz, 10-E, 435, have returned from their summer home at Long Beach. Mrs. Gertz is entertaining her mother, Mrs. Mary McCormick, of Albany, New York.

### Flying Nurse

Miss Elizabeth B. Maxwell, R.N., vice-president of the American Nurses Aviation Service, who lives in 12-A, 445, has just returned home from Buffalo. Naturally, she flew back, as a passenger in the Blanco plane.

### Lillie Beauty Studio

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