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London Terrace TATTLER

OCTOBER 1932

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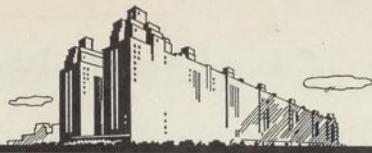
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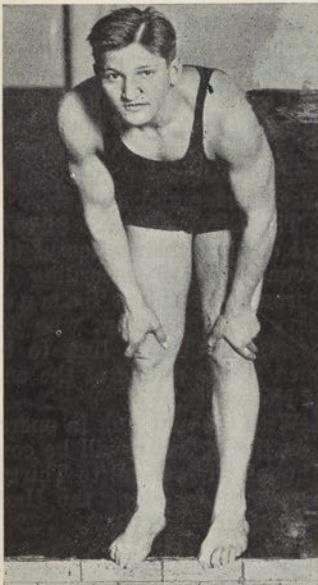
**London Terrace
Swimming Pool**

• 470 West 24th Street •



London Terrace Tatler

Swimming Meets Begin



GEORGE KOJAC

ANOTHER step in the management's policy of utilizing every possible facility at London Terrace for the benefit of tenants was made effective October 10, when additional free hours in the swimming pool were added for the late afternoon period from 5:30 to 7 o'clock daily with the exception of Saturdays, Sundays and holidays.

Free hours for tenants are now from 7:30 A. M. until 12 noon and from 5:30 to 7 P. M. on Mondays, Tuesdays, Wednesdays, Thursdays and Fridays. Free hours on Saturdays, Sundays and holidays are from 7:30 A. M. until 3 P. M.

This is good news to lovers of aquatic sports who enjoy a refreshing swim and shower after returning from a day at business. The new afternoon swimming period, when tenants can enjoy the pool without charge, is also an ideal time to hold swimming parties before dinner. The swim-

before-dinner idea has always been an attraction at London Terrace, as the largest pool in Manhattan holds a strong appeal for dinner guests of residents.

Fall and winter pool activities are already under way for the season. In addition to the opportunity afforded by the pool for exercise, there will be many swimming events held during the season which should attract all who enjoy water sports.

Ward Brennan, manager of the pool, says that fall and winter indoor swimming activities are beginning earlier than usual this season as a direct result of the Olympic games.

"The excellent records achieved by the American swimmers at the Olympic championships at Los Angeles have given a great impetus to the interest in water sports," said Mr. Brennan, "and I expect to see more activities this season than we have had for years."

The New York University swimming squad has already started training under the direction of Frank Wall, the university's director of Physical Education. Swimming meets have been scheduled by the Purple team with University of Michigan, Manhattan College, Rensselaer Polytech and Columbia University. These meets will be held in the London Terrace pool.

City College and the Columbia College of Pharmacy squads are getting under way for the season. These undergraduate swimmers as well as the teams from Dwight School, Columbia Grammar School, Gardner School, Friends Seminary, Union Hill High; Demorest High, of Ho-

boken; Weehawken High and Lincoln High, of Jersey City, will also be seen in the pool this year.

A marked increase of swimming activities for women, which Mr. Brennan attributes to the successful records made at the Olympics by the feminine stars, will produce the most active season New York has had in women's aquatic sports. Lisa Lindstrom, Suzanne Robinson and Joan Sheedy are all on the New York University team which is expected to be almost unbeatable. The girls are already training at the Terrace pool for fall and winter meets.

One of the first big meets in the pool this season will be held on the evening of November 11, at 8.20, for the benefit of the New York American Christmas and Unemployment Relief fund. Many Olympic and Metropolitan stars will take part in the interesting program of events arranged by Mr. Brennan, which include 100 yard free style and 100 yard back stroke handicap races with a 10 foot board fancy diving contest for women. Matches for men will include 100 yard free style, 220 yard free style, 100 yard back stroke races and a 10 foot board fancy diving contest.

A special match which should arouse wide interest will be the events exclusively for children under 16 years of age of London Terrace residents. These matches will be featured by two 50 yard free style events for boys and two for girls. Gold, silver and bronze medals will be awarded for these special contests.

Tickets for the November 11 matches will go on sale Wednesday, October 19, at the Terrace pool. Admission

will be \$1 which, includes swimming after the contests. Many of the most noted swimmers in the country will take part and the leading athletic clubs will be represented. In addition to Lisa Lindstrom, Suzanne Robinson and Joan Sheedy, stars entered, are George Kojac, George Fissler, Ray Rudy, Kurt Ramsdorf and others.

Mr. Brennan expects a good attendance at the November 11 meet as he has succeeded in gathering a great array of swimming talent for the matches from the outstanding Metropolitan swimming organizations. Swimmers from Mt. Vernon, New Rochelle, Brooklyn, various Y. M. C. A.'s and other out-of-town groups are also planning to enter the matches.



Old Chelsea News

New Tenants For Terrace

MORE than 250 new families moved into London Terrace during the peak renting season which reached an all time high level in August and September. William J. Demorest, vice president of Wm. A. White & Sons, managing and rental agents, said that leases closed in September had averaged better than seven a day, a new record for Manhattan apartments.

"While we always anticipate the peak rental activity in September," Mr. Demorest stated, "we have been greatly pleased by this new record. An important factor in the results achieved has been the high average of leases signed out of the total inquiries received."

London Terrace continues to draw many new tenants from the Wall Street section. Birger L. Johnson, president of Johnson, Logan & Co., of 120 Broadway, has leased an apartment on the sixteenth floor. Others who have recently leased apartments include: George Huling, assistant general auditor of the Electric Mortgage & Engineering Co., of 57 William Street; Leonard F. White, assistant sales manager of the Chase Brass & Copper Co.; Donald S. Rockwell, executive manager of the Columbia Phonograph Co.; Charles G. Parkhouse, president of Parkhouse & Co.; John J. Mills, of the Warner Sugar Refining Co., 74 Trinity Place; Roy M. Meiklejohn, of the General Chemical Co., 40 Rector Street.

Harvey M. Shephard, an associate of Baxter & Harstedt, 80 John Street, has just moved in and the October list includes: Edward B. Asbury, Secretary and Treasurer of A. L. Burbank & Co., 8 Bridge Street; Miss Gertrude Strouse, of White & Case, 14 Wall Street; P. W. Winer, of Marlock & Heinz, 76 William Street; John C. MacCarthy, the lawyer of Bose & MacCarthy, 225 Broadway; Emma G. Ryland, of the Chase National Bank, Pine and Nassau Sts.; Miguel Cabanellas, man-

ager of Remonda Monserrat, Limited, of 17 Battery Place.

George A. Booth, a partner in the firm of Lowell Clarke & Co., also recently became a resident as well as Carl H. Johnson of the Guaranty Trust Co.; Miss Marion Nobbe, of E. A. Pierce & Co., 40 Wall Street; Kenneth G. Powers, of 11 Broadway; George Brussel, Jr., the lawyer, of 141 Broadway; Nelson C. Freeland, of Graham Parson & Co., 48 Wall Street.

Writers' Colony Grows Rapidly

LONDON TERRACE is believed to be Manhattan's most popular residence for men and women from the newspaper, magazine and publishing fields. George Lyon, city editor of the World-Telegram is a resident and other members of the World-Telegram staff who live here are Geraldine Sartain, feature writer; Clarence M. Stieglitz, head of the photograph department; Joe H. Torbett, feature writer. Other residents are: Vincent Sexton, political writer for the American; Margery Mears, feature and magazine writer; Edna Sibley Tipton, magazine writer; G. M. Hitchcock, of the Standard Rate & Data Service; Walter R. Colclough, head of the Herald-Tribune copy desk; James K. Martindale, reporter on the Evening Post; Ernest G. Armstrong, editorial department of the Herald-Tribune; Mrs. Helen J. Keyes of the New York office of the Christian Science Monitor; Miss Gertrude Blair, radio writer.

Gurney Williams, associate Editor of Life, is also a resident, and others are: James F. O'Connor, assistant classified manager of the World-Telegram; Edward J. Neil, sports writer for the Associated Press; Joseph A. Livingstone of the editorial department of the New York Investment News; Smith A. Weston, Jr., associate editor of the Financial World; and William J. Huske, associate editor of the Bridge World.

Kenneth Collins, vice-president of R. H. Macy & Co., in

charge of advertising and publicity, who is widely known in metropolitan newspaper circles, has one of the penthouses. Among new tenants are Ralph Mason, of the advertising department of the J. C. Penney Co.; Howard W. Allen, of the publicity department of the New York Telephone Co.; Paul Catherine, assistant advertising manager of Stanco, Inc.; Isabel M. Durham of the sales promotion department of the Koh-I-Nor Company.

Bert Caddle, secretary of the Copper and Brass Research Association and once on the staff of the old Herald, recently became a new tenant. Mr. Caddle directs the Copper & Brass Association advertising campaigns. William J. Dougherty, president of the Rowell Publishing Company, moved to London Terrace recently, and F. Ronald Mansbridge, representative of the Cambridge University Press, has long been a resident. Thomas Dowd, the writer and authority on the history of Old Chelsea, was born in Chelsea.

Moving Day Tests Staff

By WILLIAM E. BARTON, Resident Manager

AS we return to a more normal daily life after the unusual moving activities centering around October 1, a word of congratulation is in order for the London Terrace staff who handled the unprecedented rush of new tenants with such commendable efficiency.

When more than 250 families move in almost at one time and the situation is competently handled with only minor inconvenience to our tenants, it is an accomplishment of more than ordinary note.

Few of our residents probably realize what must be done to successfully care for so many incoming households without delay. In some cases it was necessary to provide temporary apartments for a few days while decorators were finishing their work, in others the staff quickly set up innumerable establishments in a day.

New Highway Opens Soon

FOLLOWING closely on the opening of the Eighth Avenue subway, transportation facilities in Chelsea will be further benefited by the approaching completion of the second link in the new West Side Express Highway.

This new motor roadway will provide residents of Chelsea and other west side sections of Manhattan with one of the speediest traffic lanes in the city. The new highway will enable automobile owners to make fast time northward to the George Washington bridge or Jersey points and to Westchester and up-state.

The City will save \$1,147,471 on the construction of the second section according to Borough President Samuel Levy of Manhattan, who expects the Chelsea link to be open to the public at the end of November.

With the new link in operation the highway will be continuous from Canal to Thirty-eighth Street along the Hudson River.

Judging by the compliments received from many who were in the moving day rush, we are convinced that our staff organization has attained exceptional efficiency.

* * *

We believe that the announcement in this issue of the Tatler regarding the new free hours in the swimming pool will add immeasurably to the enjoyment of every one of our tenants. The pool is one of the most perfectly equipped swimming plants in existence.

The late afternoon free hours are sure to give added opportunity to business people for healthful exercise and recreation. A daily plunge before dinner is a most invigorating fillip to the evening's activities. And is there any nicer way to entertain your dinner guests than to treat them first to a swim in the

(Continued on page 9)

Talk of the Terrace

MR. and Mrs. Robert R. Atterbury, Jr., have just returned from a honeymoon in Bermuda to take up their residence in London Terrace. The Atterbury wedding was one of the social events in Ridgewood, N. J., in late September. Mrs. Atterbury was the former Miss Beatrice M. Tether, daughter of Mr. and Mrs. F. E. Tether.

The Rev. Dr. David S. Hamilton, of St. Paul's Church, Paterson, officiated at the ceremony in the Christ Episcopal Church in Ridgewood, assisted by the Rev. Edwin S. Carson. The bridegroom's father served as best man and the ushers included Mr. Clifford F. Tether and Dr. R. K. Tether, brothers of the bride; Mr. E. W. Russell, of Allendale; Mr. Samuel Boykin of New York and Mr. Halsey Cook, of Westfield.

The bride was given in marriage by her father. Miss Mildred Miles was maid of honor. The bridesmaids were: Misses Eleanor Atterbury, sister of the bridegroom; Helen De Moya and Doris Collins, of Ridgewood, and Ruth Bowe, of Winchester, Mass. Muriel Tether, niece of the bride, was flower girl.

Mrs. Atterbury is a graduate of Beaver College. Mr. Atterbury, who attended St. Paul's School, is with the City National Bank of New York.

Dr. and Mrs. N. Gottsegen and their son, have returned to New York after a summer vacation in Europe. They are new residents and live in 15B, 465. Mrs. Gottsegen is Chairman of the Committee in charge of the Annual Bridge and Tea of the New York Women's League of Camp Sussex, which will be held at the Hotel Plaza on Monday, October 31. The bridge party will be held to raise funds for sending poor children to camp for three weeks each summer. During the past summer more than 1,200 children enjoyed vacations at Camp Sussex through the efforts of the organization.

Continued popularity of the marine deck evidently indicates that it will be used throughout the year.



While intended primarily for use during the summer months, it has proved to be one of the most attractive spots in town for sun bathing on autumn days. As colder weather approaches it may be necessary to remove some of the summer equipment, but it is the purpose of the management to make the roof available as long as tenants desire to use it.

Mr. and Mrs. H. C. Hardy have recently returned from a vacation at Nantucket where they had an enjoyable time on that delightful island. While taking life easy in the sunshine, they also did a few sketches to keep in practice. Mr. and Mrs. Hardy are artists who have lived at London Terrace since the first buildings were constructed, and as a matter of fact, they moved in before the house was officially opened, thereby becoming leading members of the oldest resident group.

Miss Harriet Hoctor won new honors and a great burst of flattering huzzahs from the dramatic critics when the new Vanities opened in late September. Miss Hoctor was a featured player in the show and contributed one of the real artistic triumphs of the production which seems destined to enjoy a long Broadway run.

Ping Pong, one of the features of the Penthouse Club, attracts many visitors daily to the Club quarters. Equipment is available from 11 A. M., and it is suggested that interested players reserve their playing period ahead of time if possible. A small fee is charged for playing.

Mr. and Mrs. Bert B. Cadde entertained at dinner Thursday evening, October 6, in honor of Mr. Donald MacGregor of Washington, D. C. Other guests were Mr. William A. Willis and Mr. and Mrs. Thurston La Jard. Before dinner the party visited the marine deck and Mr. Willis, who was editor of the New York Herald under James Gordon Bennett, pointed out numerous old Chelsea points of interest where he covered news stories as a cub reporter.

Mr. George Greve has as house guests Mr. and Mrs. A. Towforde, of Shanghai, China. The Towfordes have resided in China for four years and were in the thick of the recent uprisings. They were forced to flee to an island in the Yangtze River to save their lives. They plan to continue on an extended vacation tour in Europe. Mrs. Towforde is a sister of Mr. Greve.

A recent arrival in the Terrace is Mrs. 'Gene Watson, a member of the New York League for the Hard of Hearing, and a teacher of lip reading and voice conservation. She had the honor of making the first radio address on this subject ever given when she spoke over station WNYC last May.

James A. Hinkson has returned from an exciting vacation which would be envied by any young man of his age—18 years. After three months on a freighter to the West Coast of Africa, he is one of our newest residents. His mother Mrs. Marion Hinkson moved to London Terrace in August while James was exploring.

FROM way down Alabama-way, came Ruth McCann (actually Mrs. Arthur Hesser, in No. 440).

Some years ago, Ruth McCann arrived in Vienna with her musical talent already well polished—this polish having been dearly won at the Woman's College of Alabama, and the Chicago Musical College. No doubt study in Vienna spurred the best musical ability in this student, for much-desired scholarships followed. The first one for post graduate work in the Chicago Musical College, and then the wish of years came true—four years in the Juilliard Graduate School! The first year, under the guidance of Josef Lhévinne, and the next three with Alexander Siloti (Rachmaninoff's teacher).

Being thus splendidly prepared for a musical career, Ruth McCann set out to gain new laurels as a concert pianist. And gain them she did! In the South, Christine McCann, a talented violinist, gave concert tours with her accomplished sister.

Last spring, Miss McCann delighted Germany's concertgoers with her music. But she is not neglecting New York music lovers. There are her numerous Wanamaker concerts, her music appreciation courses at the Young Women's Christian Association, and many private concerts. And of course, there are her pupils, and summers as musical director at the Racquet Lake Girls' Club.

On Saturday evening, October 15th, about fifty young ladies of the Alpha Delta Pi Sorority at Hunter College held their opening Bridge for the year in the Penthouse Club.

Mr. and Mrs. Frederick C. Mandley are the parents of a new daughter, Elizabeth, born September 28, 1932. Elizabeth is said to be the first child actually born in London Terrace.

At a wedding dinner held in honor of his daughter on September 24th, Mr. James Roden entertained nearly seventy-five guests in the Grill Room.

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Riches of Tradition

By THOMAS DOWD

WASHINGTON was hurt to the core. He accepted the resignation and to his dying day never forgave Hamilton. They were associated thereafter in the routine of office, yet he kept the association and relationship as formal as possible.

At the end of the war these two young men seemed to hit upon the same idea to further their ambitions and took up politics, and as one would expect, on opposite sides.

Hamilton as a Federalist became the first tax commissioner for New York. He was elected to Congress and wrote the first tariff bill. He established the first national bank and arranged its charter for the use and convenience of land owners only.

His cleverness and aptitude were astounding and it was no time before he became secretary of the treasury of the United States.

He became possessed with the idea that he was the dominating personality of the Cabinet, and honestly believed that his post should outrank all others, including the Secretary of State.

Hectic Days

The assurances given him that this could not be, did not serve to curb his ambitions, as a result of which his constant meddling caused no end of dissension in Washington's cabinet.

These were hectic days when the foundations of the constitution were being planned and many heated arguments took place. Hamilton was blessed, or cursed (we do not know which), with a gift for writing very forceful letters.

He could not understand how anybody had the temerity to cross him, or to disagree with any opinion, or edict, that he made. As a result, when some statesman crossed his path, an opinion, seemingly written with vitriol, was sure to be sent out next day.

It was one of these literary efforts that prompted James Monroe to challenge the Secretary of State to a duel, which challenge he withdrew, however, to save the cabinet embarrassment.

In the September issue of the Tatler Mr. Dowd wrote about the Hamilton-Burr rivalry which resulted in the duel in which Hamilton was mortally wounded. Bishop Moore, once owner of the land on which London Terrace now stands, was called to administer the last rites to Hamilton as he lay dying in the house on Horatio Street. Here Mr. Dowd tells of Hamilton's resignation from Washington's staff and relates other new incidents of the Hamilton-Burr affair.

When the Citizen Genet affair took place in 1793 the country, although having entered into an alliance with France, was in no position to take sides with either England or France in the war going on between the two nations.

Diplomacy of the most delicate nature was being indulged in by President Washington and his cabinet in a manner that did not suit Hamilton.

Upon hearing of a Citizens' Meeting of Protest against the administration's attitude towards France, he went to New York to break this French sentiment and declare the administration in favor of England. He met his first defeat, however, by way of being thrown down and dragged through the city streets.

His usefulness was ended when Washington's term closed. But he indulged in a letter writing criticism of President Adams' policies. He wrote to the Cabinet members, which he contended was the privilege of any citizen.

He was prevailed upon to cease by some friends and apologized publicly, but his act of contrition came too late for Madison, Jefferson, Monroe, Livingston (who was his first benefactor in this country), John Adams and finally his close friend, Lafayette. All publicly announced their displeasure with his attitude towards the President of the United States.

He then decided to confine himself to law practice and returned to his home at Carmansville, N. Y. (now the vicinity of 145th Street and

Hamilton Place). Instead of devoting his time entirely to law, however, the progress being made by Aaron Burr perturbed him.

Burr was Hamilton's equal as a soldier, a lawyer and just as clever at political intrigue. While Hamilton was busy as Secretary of the Treasury, Burr had successfully manipulated and launched a few schemes, not altogether to the liking of Hamilton.

One in particular, was the charter for the Manhattan Company, a corporation to supply water to the city, or whatever other service would benefit the city.

As there was a surplus, Burr and his colleagues decided that a bank would most benefit the city and the Bank of Manhattan was founded.

The Tontines

This put Hamilton's scheme for a bank to benefit the chosen few in a bad light. The Federalist leader, Hamilton figured that whereas the anti-federalists or Republicans were in the majority, they were non-voters being deprived of the elective franchise by the property qualification.

In the elections of 1800, however, the sixth and seventh wards, always strongly Federalist, went Republican. That alone was a shock, but then one body of young men in the fifth ward and another in the fourth ward had each jointly purchased a house in their respective neighborhoods and made themselves eligible by law to appear at the polls. They called themselves the Tontine Association.

The entire state and city candidates of the Republican party were elected. George Clinton was elected Governor and Edward Livingston, Mayor of New York.

The Federalists at the instigation of Hamilton, at once contested the action of the Tontines and a long court litigation followed. Hamilton saw Burr behind the whole scheme.

In the meantime Burr was being hailed as the friend of the common people and "The

(Continued on page 11)

Gentleman of the Press

A BRIEF survey among any given number of people will invariably bring the quick conclusion that a city editor, and particularly a metropolitan city editor, is a hard-boiled domineering person with the sensory system of Robot.

As frequently pictured on stage and screen the city editor is an inspired commander who sends out rushing battalions of reporters to invade the castles of our citizens and spread the inimate secrets thus secured on the front page.

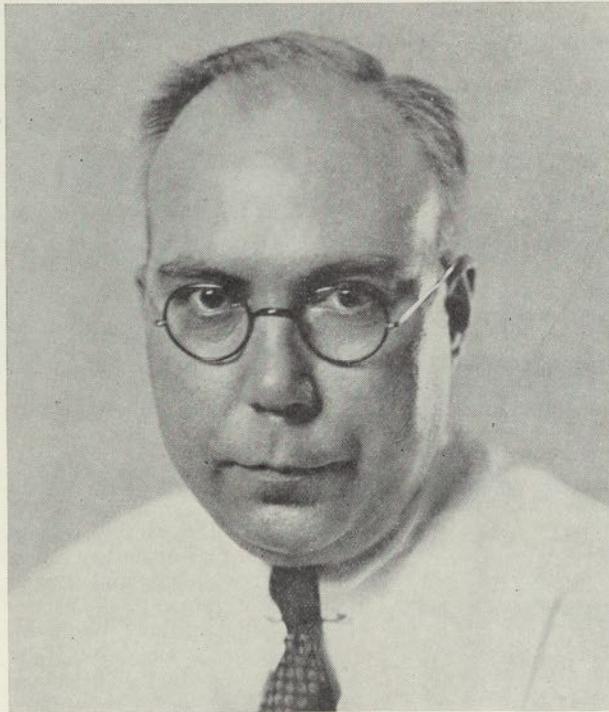
It is something of a surprise, therefore, to find that the city editor of one of our most influential and liberal journals is a genial, stalwart young man who lives a normal life in an attractive apartment at London Terrace. The picture of the city editor projected by the movies is further erased by a charming wife and many friends who do not tremble at the editorial glance.

Early Days

George H. Lyon, city editor of the New York World-Telegram and long a distinguished resident of London Terrace, began his newspaper career at the rather callow age of nine in Binghamton. And it is obvious that he lost little of the early enthusiasm which created a paper with an exclusive circulation of fifty copies, in the transition to today's editorial judgment, exercised for a circulation of 400,000.

The Weekly News of Binghamton, circulation 50 copies, printed on a hand press and Binghamton's first typewriter, was produced each week for the seemingly eager subscribers by a reportorial and business staff which consisted entirely of George H. Lyon.

In high school days and summer vacations from his four years at Hamilton College, he continued to report the news and make photographs for Binghamton papers. In college he edited Hamilton Life, student weekly established in 1812, at that seat of learning which has contributed many great names



GEORGE H. LYON

to the American scene. Thus, it was only natural that he came home from Hamilton a full-fledged staff member of the Binghamton Republican.

On the Republican Mr. Lyon held almost every staff job, police reporter, court reporter, political writer, sports writer and so on. After the world war he returned from Signal Corps to become the editor. In the Signal Corps he perfected his great hobby—photography.

It is a fact of more than passing mention that he is probably the only city editor who is also an expert photographer. As recently as the explosion of the harbor boat Observation, George Lyon went into action in the dark-room assisting his photographic staff on a story which produced more pictorial reporting than any event of the year.

In 1921, at the suggestion of Frank Munsey, he came to the Telegram as night city editor and later was made assistant city editor. When the Scripps-Howard organization purchased the paper and the dynamic Roy Howard started in to make it one of the outstanding liberal journals of

America, Mr. Lyon was later made city editor.

With the acquisition of the World and a new masthead, the "World-Telegram" has become one of the great newspapers of the country. As a rapidly growing circulation rose from 200,000 to more than 400,000 copies daily in a few years the World-Telegram became a paper of vast influence and achievement.

Students of the American press are accustomed to refer to the World-Telegram as one of the most readable of our dailies and they admire its fearlessness. Under the competent direction of its city editor the World-Telegram almost single-handedly uncovered the loose milk racket.

The investigation and cleaning-up of the state banking department, which resulted in the conviction of high officials, was another important accomplishment of this liberal paper, as well as the unfolding of unbelievable incompetency in the magistrate courts.

George Lyon is a liberal who believes the day of old time personal journalism a matter of history as far removed from the current scene as the fictionalized city editor.

A city editor today must be concerned with humanizing and making understandable facts of city finance, or economic questions which touch the daily life of a people. In this complex mechanistic age he believes there is greater need for papers that perform a public service.

At one time a newspaper could splash crime news and the like over the front page and that was that. Today, however, readers want more able fare and editors must guide them through such intricate subjects as subway bonds and prices of sewer pipe in Queens.

All of which does not mean that Mr. Lyon would deplore a good old-fashioned "hunch" story, such as that day two years ago when the communists planned a meeting in Union Square. Advance reports did not forecast anything extraordinary but the city editor had a hunch. With thirty or more reporters and photographers on the scene in waiting, the unexpected happened. A real riot developed and the World-Telegram was far in advance with complete coverage on a great story. That's all in a city editor's job—trying to anticipate what the eccentric human race will do tomorrow.

Star Writers

Under the Lyon administration on the city desk have been developed those impressive feats of journalism which make the front page of the second section a force to be reckoned with. Many of these feature articles have been the basis of brilliant books with which staff writers have stepped into the ranks of best selling authors.

If for no other reason, it is especially fitting that George Lyon lives at London Terrace where we have the finest example of a ship that never sails, on the marine roof. As his friends will tell you, Mr. Lyon is one of America's greatest stroke oars, although he seldom sets foot in a boat. Every morning about six o'clock he sets out in his apartment rowing machine

(Continued on page 11)

LET US relieve you of house
cleaning problems!!!

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PHOTOGRAPH BY BARRON CALLEN

A DECORATIVE PRINT ADDS COLOR TO YOUR WALLS

Your Winter Refuge

THE first hint of fall sends the real home lover scurrying to telephone and cupboards in the interests of rugs and hangings, pillows, pictures and knickknacks which will insure winter comfort and coziness.

In preparing for the approach of winter never forget for one instant that your home is your castle even if it is only a one or two room apartment. It is your refuge from storms and dreary days. It is your fortress against all the hulla-baloo of the outside world.

If you spend a great deal of time at home you must remember now, during this fall reconstruction period, that sometimes there will be days on end of rain. If you go off to business each day, you must remember that you will be coming home many an evening in sleet and rain. Your home must be your winter garden. Your home must give you the feeling that there is music in a cold rain against the panes.

The first thing to do against the approach of winter is to take off the summer covers. You will be surprised at the cheerful look of your furniture. Last spring you thought it looked shabby and you were pleased to cover it with light chintz. Now it looks cozy again. If necessary have it cleaned. If it is worn have it reupholstered. Don't have everything the same pattern and the same color.

Put your hangings at the windows again and your rugs on the floor. Recover your sofa pillows and try new colors.

You need pictures, you need hangings on your walls, if your home is going to make you love a New York winter. If you do not know what is pleasing to you, study interiors, go to furniture shops and look at the sample rooms. You may not know just how things should be hung; go to outside sources for this. But always hang the things which you especially like. It's YOUR home. It is your refuge.

Fabrics hung on the walls close them in beautifully. And, if you cannot go in for real tapestries, antique velours and brocades, you can turn the trick with hangings more simple and much less expensive. Persian prints may be had for a song, even if you don't sing very well. Select them for rich colors, reds and oranges and luxurious blues. Let the pale, simple designs go. They don't do as much for your walls.

That phrase about your home being your winter garden is not merely poetry. Your apartment MUST be this. And it can be. Your window hangings, your wall hangings and prints, your floor coverings (if they are Persian) can bear a flower motif. Keep a large bowl of artificial flowers in the center of your table. Grow ivy on your mantle piece and in your window so that the sunlight will fall through it on those sunny winter days.

You don't need a fortress against the summer. But for your winter refuge you need a spot that clings to something with a touch of Spring.

Dinner Dance In The Grill

THE first of the season's dinner dances was held in the London Terrace Grill Room, Saturday evening, October 8, under the competent direction of the popular Pierre.

More than two hundred residents and their guests attended the affair which was featured by the music of Lou Reiss and his Rollickers, who have been in demand for the excellence of their dance music.

Miss Lila Bey, an attractive singing and dancing entertainer, Margary, the rumba dancer and Buster Ryan, a favorite tenor of Chelsea, provided additional enjoyment to the program.

Pierre plans to have dinner dances with good music and enjoyable entertainment every two weeks during the season. The dinner dances begin at 8:30 P. M., and dancing continues until one o'clock.

Chess Club Meets Again

BEGINNING Thursday evening, October 20, at 8:30 o'clock the Terrace Chess Club will resume its activities with its first meeting in the Penthouse Club. Open and tournament play will be available to players of all degrees of skill and experience, both men and women, so that everyone will be assured of appropriate competition. All chess enthusiasts of the Terrace and their guests are invited to attend the opening session. A small fee will be charged for attendance at the meetings and arrangements will be made to establish a registered London Terrace Chess Club, eligible to compete with any other organizations in the city. Inter-club meets are planned at regular intervals throughout the season and a Terrace Tournament with suitable trophies will be inaugurated. Further inquiries should be addressed to Mr. Harden in the Penthouse Club.

New York University will hold a dance in the Grill Room on October 28th.

Moving Day Tests Staff

(Continued from page 4)

pool! This added privilege is a temporary one. Whether the extra hours are permanently free depends upon the additional patronage which this method of entertaining should bring, for the pool must have income to keep it in operation, and the more the patronage from residents the more the management will be able to keep it exclusive.

* * *

How many mothers in London Terrace would be interested in a school for the children, from three years up, conducted along progressive lines? There has been some talk about such a project and the management would like to know what the parents think about it. A message to the office will bring about an interview that will at least prove interesting.

* * *

Our new service department proved its case during the recent hectic moving days. In planning the present service desk system the management aimed to make it possible for any tenant to step to his house telephone, call "service desk" and have any reasonable request promptly answered. It is only necessary for you to say "service desk" in the house telephone and maids, page boys, repairs, package delivery—in fact any of our many service divisions—are ready for action.

The service desk system eliminates the necessity of calling and asking for individual members of the staff or department heads by name. The service desk will promptly relay any request to the department concerned.

This system also saves time for our tenants as many requests require action from more than one department and the service desk coordinates this work. Confusion and possibility of failure to render good service are also eliminated as the centralized service desk checks and follows-up on all calls.

On October 23rd, a dinner dance will be held in the Grill Room for the Montgomery Chapter of the Daughters of the Eastern Star.

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LONDON TERRACE LAUNDRY,
A. L. KRAMER, Mgr.

LONDON TERRACE TATLER

Volume 2

OCTOBER, 1932

Number 11

TERRACE CALENDAR

OCTOBER

- Sat. 1—Club and Marine Deck open
- Sun. 2—Marine Deck open
- Tues. 4—Open Bridge Play
- Thur. 6—Duplicate Contract Bridge
- Fri. 7—Chess Club Meeting
- Sat. 8—Club and Marine Deck open
- Sun. 9—Marine Deck open
- Tues. 11—Open Bridge Play
- Thur. 13—Duplicate Contract Bridge
- Fri. 14—Chess Club Meeting
- Sat. 15—Club and Marine Deck open
- Sun. 16—Marine Deck open
- Tues. 18—Open Bridge Play
- Thur. 20—Duplicate Contract Bridge
- Thur. 20—Chess Club Meeting
- Sat. 22—Club and Marine Deck open
- Sun. 23—Marine Deck open
- Tues. 25—Open Bridge Play
- Thur. 27—Duplicate Contract Bridge
- Thur. 27—Chess Club Meeting
- Sat. 29—Club and Marine Deck open
- Sun. 30—Marine Deck open

London Terrace Tatler is published every month for the residents of London Terrace by Wm. A. White & Sons, at 435 West Twenty-third Street, New York City. All requests for information regarding advertising should be addressed to Edward F. Harden, 435 West Twenty-third Street, New York City, Telephone CHelsea 3-7000. All contributions for the news columns should be addressed to The Editor, London Terrace Tatler, 435 West Twenty-third Street, New York City, or Telephone CHelsea 3-7000, Extension 26.

Duplicate Contract

THE September Duplicate Contract Bridge Tournament was concluded September 29th, after four weeks of play. High individual scorer was William N. Matsner, and second highest, Mrs. A. B. Riouffe. Attractive silver cups, suitably engraved were presented to the winners.

Weekly prizes during the month were won by the following players: Sept. 8, William Matsner and Mrs. Glenn; Sept. 15, William Matsner and Mr. Sanders; Sept. 22, Mr. Simons and Mrs. Greene; Sept. 29, William Matsner and Mr. Sanders.

The October tournament began Thursday evening, October 6th, with ten tables. Remaining sessions are sched-

uled for Thursday evenings, October 13th, 20th and 27th. Every Thursday the tournaments begin promptly at 8:30. Residents and their invited guests are welcome to enter the play and a nominal card fee is charged. A percentage of the fees is set aside for prizes which are presented to the high scoring team at each session.

At the end of the month a suitable prize cup will be presented to the player with the high individual score. To be eligible for the cup, players must participate in three out of four evenings of play and they may play with the same partner only twice.

LOST: Marine Roof, September 22, a small brown envelope purse containing change and key. Finder please return to Penthouse Office.

Ralph A. Iovieno

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Reservations for maids, waitresses, and nurse-maids for Sunday work must be made by Saturday morning.

For complete information about these special services—

Phone the Housekeeper

Riches of Tradition

(Continued from page 6)

Hero of New York." He was eventually nominated for the Presidency. It was intended that Thomas Jefferson would be elected president and Burr vice-president by the electoral college. However, Burr received as many votes as Jefferson.

Hamilton then went after Burr by means of writing editorials under an assumed name. The final outcome of the votes in the electoral college was not decided by the house of representatives until the February after election.

Burr lost to Jefferson by one vote and laid his defeat to the intrigues of Hamilton. It was the custom then for the defeated candidate to assume the duties of vice-president, which Burr did. But the editorial denunciations continued.

The nature of these articles were most offensive and left no doubt on Burr's mind as to their origin. The vitriolic style was only too well known. Such statements as the following perturbed Burr extremely: "As to Burr, these things are to be admitted, and indeed cannot be denied, that he is a man of extreme and irregular ambitions, that he is selfish to a degree which excludes all social affections; and that he is decidedly profligate."

At another time: "Aaron Burr, the Hero of New York, is shallow, dangerous and utterly unscrupulous."

Hamilton admitted the force of the code of honor, but deliberately, again and again, described Burr in language which he knew, if discovered to be the author, would eventually have to be answered on a field of honor.

Burr waited his chance. He attributed his defeat for the Presidency, his defeat for Governor of New York, and the turning down of the proposal that he be appointed Ambassador to France, to Hamilton's editorials and intrigue.

He accordingly resigned as Vice-President, and it is of record that his farewell speech to Congress moved the members of that body to tears.

(To be continued in next issue)

Children's Playground

THE children's open air playground on the roof of the 470 building is now under the direction of Mrs. Helen Elizabeth Harden. The co-operation of the mothers has been sought and obtained in the management's efforts to keep children of the Terrace between the ages of approximately four and sixteen healthy, happy and occupied during the day. The south terrace below the play roof has been reserved for mothers with children who are too young to play on the roof.

Approximately fifty children are using the play roof daily to their great enjoyment. They can bring their tricycles, roller skates, scooters, dolls and toys to the roof to add to the equipment supplied for their amusement.

The mothers have expressed the greatest satisfaction with the new arrangements, as they are now able to leave their apartments feeling that the children are safe and happy. Many mothers say that their children can not wait to change their togs after school as they are in such a rush to get up to the play roof. Moreover, a great deal of spinach and cereal is being eaten by youngsters who are threatened with being kept at home if necessary vitamins are not eaten daily.

The hardest task of the day is to make the children go home when darkness falls as they are invariably in the midst of some game or activity. Many children who had never learned to skip rope, or to roller skate, are now adept at these necessary exercises. Mrs. Harden will be glad to consult with new residents who have children and are interested in play activities.

Gentleman of the Press

(Continued from page 7)

and does a four mile stretch that would make an intercollegiate crew fold up at the finish.

His London Terrace apartment also serves a practical purpose which was strikingly illustrated when a big news story recently developed at night. Mr. Lyon got to his desk in the World-Telegram building on Barclay Street in exactly six minutes.

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Historic Old Chelsea

From a Radio talk by
WILLIAM J. DEMOREST
Vice-President, Wm. A. White & Sons

THERE'S no section of New York so full of history, tradition and romance as Chelsea. Back in 1750 Captain Clarke of the British Army gave the name to his country estate. He named it after the Royal Hospital because, as he said, it was to be "the retreat of an old soldier in the evening of his days."

After his death it was sold to the Moore family and Dr. Clement C. Moore was responsible for creating Chelsea Village as a suburb of New York. He laid out streets, largely following the city plan which facilitated its merging with the city in its growth.

Perhaps the name Clement C. Moore doesn't revive our memory, but "The Night Before Christmas" surely does and Dr. Moore wrote the poem that has thrilled so many youngsters, in 1822, in his house on the site of the present location of London Terrace.

Good Advice

Dr. Moore had decided to sell his farm at one time and received an offer of \$40,000 which was a lot of money in those days, but instead he followed the advice of his real estate advisor and kept it.

It's lucky for his heirs that he did, for the same land is worth nearer \$40,000,000 now. Let the pessimists consider this one thousand per cent increase before they sell New York real estate short.

Don Alonzo Cushman was another investor in Chelsea real estate in the early days, and the Cushman family is still reaping the benefits of his foresight. My grandfather lived in the rear of Mr. Cushman's house on Twenty-first Street and my mother has often told me how pleasant it was to look out of the rear windows on his beautiful garden, just as the residents of London Terrace enjoy looking out over the large central garden of that development now.

The general line of Twenty-first Street was known as Love Lane in Colonial times. It was a popular drive for the

romantic young bloods of the day. The route of these colonial buggy rides was along Love Lane and down Fitzroy Road, which followed close to the present line of Eighth Avenue. What a contrast to the recently opened Eighth Avenue Subway, which means so much in the way of increased transportation to the residents of Chelsea at the present time.

It has always seemed to me that each section of the city had something akin to a personality and when I think of Chelsea, the word "Genial" comes to my mind. I think the people who go there are attracted by the quiet geniality of the district. Another type that seems to be attracted to Chelsea is the smart type, the people who are smart enough to realize the convenience of being at the same time within fifteen minutes of Wall Street and ten minutes of Times Square.

In recent years, largely due to the activities of Henry Mandel, the well-known real estate operator, a number of tall apartment houses have sprung up in this district. The most important, as we all know, is London Terrace, the largest apartment house in the world, which covers the entire block bounded by Twenty-third and Twenty-fourth Streets and Ninth and Tenth Avenues.

Nearby Liners

From the marine deck of this huge development, you can get an excellent view of the old Chelsea district, with the General Theological Seminary to the south, old St. Peter's Church close by and the tall funnels of the trans-Atlantic liners at their docks in the Hudson, to the West.

If you like quiet dignity, if you like a genial atmosphere, if you find it pleasant to walk to work (which we find 25 per cent of the residents of London Terrace do), if you would like to live in a modern apartment with fine, big rooms and all the conveniences without paying Park Avenue rentals, you'll like living in Chelsea.

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