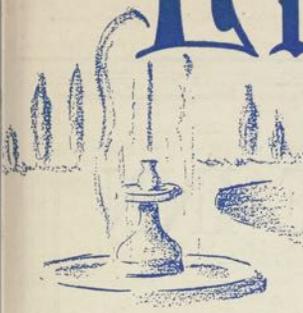


V18.91 L90

London Terrace Tatler



Vol. I, No. 10

New York City, N. Y.

September, 1931

STACK 3



London Terrace

The Majesty of London Terrace Today

IN THIS ISSUE

LOOK OUT FOR THE HORSE CARS!

An Intriguing Glimpse of Old London Terrace in the Gay '90's.

Page 7

NORTH, EAST, SOUTH, WEST

Tatler's Own Bridge Department Discusses Some Interesting Deals.

Page 11

"WE HAVE WITH US"

An Intimate Sketch of One Who Climbed to the Top in the Stage World.

Page 4

AND MANY OTHER FEATURES

STORAGE • MOVING PACKING

Separate Fireproof Vaults for storage of furniture,
silver, rugs, and valuables

Carpet Cleaning

*Oriental and Domestic Rugs
Cleaned and Shampooed*

MORGAN & BROTHER

WAtkins 9-1300

510 West 21st Street

We refer you to the
HENRY MANDEL MANAGEMENT CORP.
as to our services

FIRESIDE INN

REAL HOME COOKING

Luncheon 55c. - 70c.

Dinner 90c. to \$1.50

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

ON 24th STREET
ACROSS FROM LONDON TERRACE

Look for the Green Canopy

if you share

the code of that lovely young writer, Sylvia
Thompson, whose fond wish is reputed to be for

"Adequate Health

"Children

"Innumerable Friends

and

NO UGLY FURNITURE

we'll assume complete responsibility for
fulfilling the latter requirement not only
economically but on the most convenient

DIVIDED PAYMENTS

SPEAR'S

6th Ave. at 16th St. | 22-26 W. 34th St. | 265 Livingston St.
NEW YORK | next to Empire State Building | BROOKLYN

5.95

Brace-back Windsor
chair in mahogany
or walnut finish.



Secretary in fine maple,
mahogany or walnut veneers

29.50

Come
to the
Terrace
Bridge
Parties



Penthouse
425
Every
Other
Thursday

Vol. I, No. 10

New York City, N. Y.

September, 1931

Terrace Club Applications To Be Issued

WITH the final stages of construction work at London Terrace going forward at top speed, assuring the readiness of all Terrace features by October 1, complete plans for the launching of the Terrace Club activities are now in preparation.

Up to the present time, the issuance of application blanks for membership has been held in abeyance, pending the scheduling of definite dates for the inauguration of the varied Terrace features, particularly the swimming pool. At the time of going to press with this issue of TATLER, final arrangements for the pool opening were in progress, with every prospect that the definite date of the opening will be specified shortly.

The management announces that just as soon as this date is fixed, the membership applications for the Terrace Club will be issued to every Terrace resident, together with a notice of the actual opening date of the pool.

BUSES WILL STOP

New Service for Terrace

AS an additional service for London Terrace residents, all intercity buses, operated by the Baltimore & Ohio Railroad, which pass through 23rd Street, enroute to Washington, Philadelphia, St. Louis, or wherever you want to go, will stop for you at 435 West 23rd Street upon request. In other words, when you're planning to take the B. & O. bus for somewhere, you don't have to go to the terminal. Just call ASHland 4-4400, ask for Mr. Bates and notify him that you'd like to have the bus pick you up at the Terrace.

JOIN IN THE FUN!

Summer isn't over yet, but already things are under way at the Terrace. Look this lineup over, as a limited preliminary to the long array of activities that are going to be under way in the next few weeks. Every other Thursday night there's a bridge party in the 425 West 23rd Street penthouse. If you don't want to play for the prizes, there are always tables for independent games. Then there's deck golf, for which Mr. Brennan, our recreational director, is arranging a championship tournament. Meanwhile, it's being played every Thursday night up at the 425 penthouse—and is it popular? Next, there's ping pong, at the same address on recreation nights. All this is just a start. There's plenty more ahead. But come on up and enjoy yourself now.

—TATLER.

Completed London Terrace Will Be Reality October 1

LONDON TERRACE will stand completed with every apartment ready for occupancy, every feature ready for use on October 1.

This is the date which the present schedule of construction calls for the finishing touches to be put on the most tremendous and most extraordinary metropolitan residential project in history.

At the present time, the construction crews are working at high speed to insure that on the date set, the entire project from Ninth to Tenth Avenues and from 23rd to 24th Streets will stand as a completed whole, a monument to a new conception in city living.

By September 15, it is anticipated that the new Ninth Avenue units will be entirely ready for occupancy, and two weeks later the Tenth Avenue buildings are likewise slated to open their doors.

When the last blow of the hammer has fallen and the last trace of construction effort has been removed, the greatest and most unusual conception ever projected

in the apartment house world will have become a realization.

It is scarcely two and one-half years ago that the peaceful atmosphere of old Chelsea, undisturbed for decades, first resounded to the blows of the wreckers who, in May, 1929, began the work of razing old London Terrace and the Chelsea Cottages, to make way for new London Terrace, which then was only a dream and now is a reality.

Standing Since 1845

Since 1845 these two rows of houses, which were the outstanding development of their day, had

(Continued on page 16)

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.

X.

THE CITY SWEEPS ON

IN the '60's the inexorable march of progress definitely engulfed the quaint village of Chelsea within the onward sweep of the metropolis of New York City. Yet, Chelsea stubbornly resisted its encroachments. And through all the decades that have followed, Chelsea has never been just a part of New York. Always it has retained the essence of its quaintness and individuality, and has held itself somewhat aloof from the rest of the swirling city that has reached farther and ever farther to the north.

One thing Chelsea residents did not resist. This was transportation. They were a bit disturbed at first when the horse cars were introduced on the 23rd Street cross-town line and later on Tenth and Sixth Avenues, but the ease which this new mode of travel offered in reaching various parts of the city soon made them reconciled to it.

It is a distinct tribute to the importance which Chelsea had at-

(Continued on page 14)

FLOWER SHOP OPEN

Complete Florist Service

THE London Terrace Flower Shop officially opened its doors at 405 West 23rd Street, on August 29. The shop is a beautiful one, tastefully decorated and offers an exceptional selection of cut flowers, potted plants and whatever you want in the floral line. John Sakett, manager of the shop, invites a visit from every Terrace resident. If you want quick flower service, just lift the house phone and call him.



Vol. I September, 1931 No. 10

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

TATLER is pleased to announce that the substitute editorial writer who batted out his weird effusions for several months is still on his vacation. At least, we haven't heard from him. So, he's either still enjoying himself somewhere, or some infuriated reader has finally caught up with him. As a result, for the first time since TATLER began, there is no editorial of the month in this issue. Instead, we are immodestly taking up the space with a dissertation about ourselves. But, we're honest about it anyway.

GROWING UP

WITH this issue, the London Terrace TATLER's size is increased to sixteen pages. This is as it should be, for this month London Terrace itself attains to its full stature as a completed project, the most amazing and successful residential development of modern times.

TATLER takes considerable pride in its progress to its new size. And this pride comes, not from a simple consciousness of growth, but because it succeeded in capturing the interest of the Terrace residents to the extent that its enlargement became a physical necessity. For it is you who made it necessary. Without your consistent cooperation, the flood of helpful suggestions and contributions which have steadily increased in number with the passing months, this growth would have been impossible.

TATLER wishes to take this opportunity to express its deep-felt gratitude for your assistance and, at the same time, renew the appeal for its continuance, since, without it, TATLER can not fulfill the function for which it was planned.

Then, too, the increased number of pages has become a necessity because the smaller editions no longer offered the amount of space necessary to chronicle the multifarious activities at the Terrace, which are increasing with each month and will continue to increase at an even more rapid pace immediately upon the completion of the building.

In view of the fact that this issue is only Vol. I, No. 10, we believe that TATLER has made a rather remarkable record in its growth. Though it began only ten months ago, it seems rather a far cry from that first issue of December, 1930, with its humble total of four pages, to the present issue, which is four times as large. But sixteen pages is not TATLER's goal. We believe it will continue to grow but it will do this only so long as it maintains your interest, continues to render a definite and enjoyable service to you, and secures your cooperation. To this, it is unqualifiedly dedicated.

Tatler Tales

WE have received a note from Mrs. Leo Rosenbloom, Apt. 16-D, 445 West 23rd Street, that contains an interesting suggestion.

"New York being such a cosmopolitan city," she writes, "it is safe to assume that London Terrace numbers among its residents people from all parts of the world. Wouldn't it be interesting to publish in TATLER an article giving the countries in which London Terrace dwellers formerly lived?"

Mrs. Rosenbloom starts the ball rolling by letting us in on the fact that she came to London Terrace all the way from the Antipodes—Australia, to be more exact. Then there are Mr. and Mrs. Stuart Malcolmson, Apt. 16-F, 420 West 24th Street, who formerly lived "east of Suez" in Bombay, India; F. Ronald Mansbridge, Apt. 7-A, 435 West 23rd, from London; Miss Ethel Lawrence, Apt. 3-F, 430 West 24th, who was born in Aberdeen, Scotland; James Cleary, Apt. 8-F, 415 West 23rd, born in Liverpool; Mr. and Mrs. John M. Savage, Apt. 3-A, 430 West 24th, who spent many years in Southampton, England; David Green, Apt. 16-B, 460 West 24th, who came to us from Kent County, England. Those are just a few that come instantly to mind. There must be many others. Why not drop a line to TATLER, to let us know if you belong to the Foreign Legion of the Terrace? We'd all be interested.

DR. B. M. SHALETTE, Apt. 1-B, 425 West 23rd, has gathered unto himself a new, bright and shining Packard. Who says there's a depression?

YOU'VE heard of the marvelous swimmers in Hawaii, who dive down into the clear waters at Waikiki for coins thrown overboard by tourists. Well, it may seem a far cry from the palm-shaded shores of Hawaii to London Terrace, but the other night Chester Hale, Apt. 17-B, 450 West 24th, tried an adaptation of the idea with riotous success. It was at that hour when the children were playing in the garden just before sunset, when suddenly a sharp "clink!" sounded on the concrete walk, followed by another and then another.

"It's raining money!" one of the children shouted, and instantly there was a wild scramble as Mr. Hale continued to toss nickels, dimes and quarters down into the great open spaces. If you think grown-ups are the only Americans who know how to catch shekels on the fly, you ought to see the younger generation.

IF there are any bridge enthusiasts in the Terrace who are not taking advantage of the sessions being held on alternate Thursdays in the 425 Penthouse, they're missing a lot of real pleasure and some sterling competition.

"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 Six. Ladies and Gentlemen, we have with us—

THOMAS JOHN DOWD Theatrical Producer

Apt. 1-F, 445 West 23rd Street

"TOMMY" DOWD is a real Exhibit A Chelsean. Talking with him one afternoon revealed that he's just about the most genuine, simon pure Chelsean in London Terrace today.



THOMAS JOHN DOWD

He was born on West 22nd Street and he's lived here practically all his life. As he tells in his own inimitable fashion elsewhere in this issue, old London Terrace was the playground of his boyhood days. It was in Chelsea, at the old Grand Opera House at Eighth Avenue and

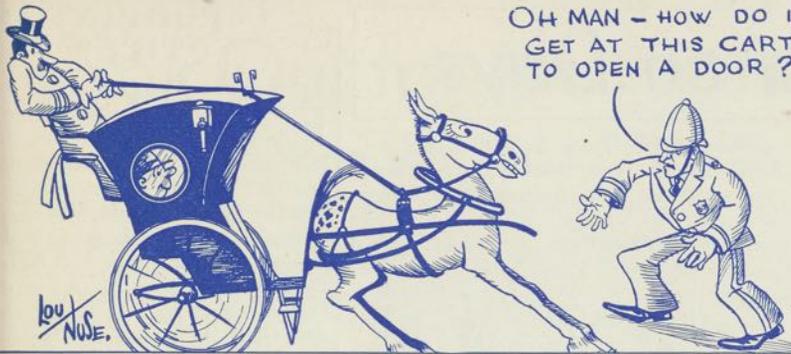
23rd Street that he made his first stage appearance when he was still a boy.

Through the years that followed as he climbed steadily higher in the ranks of the theatrical world, he still clung to Chelsea as his home and when the present London Terrace was built, he just moved in as a matter of course. "Where else could I live?" he queries, knowing there's no answer to that one.

In fact, "Tommy" has carried on, in the finest manner, the traditions of Chelsea as the home of outstanding figures in the theatrical and artistic firmament. It's a far cry from the boy who made his stage debut by leading a Shetland pony across the boards for one performance only and was soundly thrashed when he reached home to the man who has the proud record of theatrical achievement that is accredited to the "Tommy" Dowd of today. Perhaps it was the influence of the Chelsea tradition that turned his steps toward the theatre. In any event, he's been a notable success and his family is carrying on behind the footlights, while Tommy devotes his time to producing. Mrs. Dowd, the former Melanie Verbouwens, is famed as a prima donna and the daughter of the family, Francine, is following her parents' footsteps, having scored both on stage and screen.

After Tommy Dowd's one-performance debut and its painful aftermath, he temporarily gave up thoughts of a stage career, but a year later, when opportunity offered, the lure of the theatre was stronger than the fear of parental wrath. Maurice Barrymore and

(Continued on page 12)



OH, FOR THE LIFE OF A TERRACE "BOBBY"

Deck Golf New Terrace Game

DECK golf was added to the diversions for London Terrace residents during the past month and scored an instant popularity. Under the direction of Ward P. Brennan, our recreational director, who supplied the equipment, a series of matches was launched in the penthouse at 425 West 23rd Street, which has become the focal point of Terrace recreational activities.

Mr. Brennan is now organizing two deck golf tournaments, one for each sex, which will begin on September 3 and continue throughout the winter season. A large cup, emblematic of the London Terrace championship, will be put up as the trophy for each tournament.

There will be two tournaments in each class. The first will be the medal play contest which will serve as the qualifying round for the major tournament to follow. The 16 entrants who make the lowest scores in the Medal Play in each division will win the privilege of competing for the major trophy in match play through the season. Those who wish to compete—and who doesn't?—are requested to register their entry with Mr. Brennan at once.

On August 6, the first evening that scores were kept, the following cards were turned in:

Wm. Lichtenstein, 3-A, 440 West 24th, 29.
Miss Doris Weingart, 3-E, 435 West 23rd, 29.
Harry A. Levine, 6-A, 445 West 23rd, 30.
Homer Eddy, 2-F, 435 West 23rd, 32.
Mrs. Harry A. Levine, 6-A, 445 West 23rd, 40.
Mrs. Wm. Lichtenstein, 3-A, 440 West 24th, 40.
Mrs. W. C. Maurer, 2-E, 460 West 24th, 42.
Mrs. J. J. Scofield, 1-E, 435 West 23rd, 42.

The following week, after word concerning the new game had

(Continued on page 10)

Duplicate Bridge Contests Score at Terrace Sessions

DUPLICATE bridge came, saw and conquered, all in one evening, at London Terrace. Played for the first time on August 6, it scored an instantaneous hit and after the third session, it has completely supplanted the progressive game with which the 425 Penthouse bridge parties were inaugurated in June, those who attended expressing unanimous preference for the duplicate game.

During the month of August, duplicate was played on the 6th, 13th and 20th and, at each session, the interest and enthusiasm for the game was more pronounced. The first of the duplicate sessions was largely experimental, with both contract and auction contests. Sufficient players entered to make up seven tables of contract and six of auction, thirteen in all, an extraordinary representation, in view of the fact that not more than eight or ten of the company had ever played duplicate before. There was natural confusion and some uncertainty as to procedure and scoring for the first few hands, but after that, everyone fell into the swing of the game and it went along smoothly. The contract contest played 28 boards and the auction 24.

In the August 6 contests, the North and South winners at contract were the team composed of Mr. Harris, Apt. 8-C, 460 West 24th Street and Mrs. Julian Tuckerman, with a plus score of 2335. Mr. and Mrs. Louis A. Berko, Apt. 6-F, 420 West 24th, were second with 1915. The East and West team composed of Miss Martha Tipton, Apt. 4-E, 450 West 24th and Charles S. Kefover of the Terrace rental office, won the honors their way across the table with the minus score of 390. Mr. and Mrs. Alexander Riouffe, Apt. 5-E,

415 West 23rd were second, with minus 925.

Auction Winners

In the auction game, G. Ellis, Apt. 17-B, 425 West 23rd and his guest, G. Lynn, won the North and South cup with a plus score of 1395. Mr. and Mrs. R. W. Braney were second with plus 905. The East and West winners were Mr. and Mrs. T. T. Maxey, Apt. 5-B, 450 West 24th, with the low minus score of 140. Mrs. J. A. Ellis, Apt. 17-B, 425 West 23rd and F. M. Bennett, Jr., were second with minus 560.

In this initial duplicate tourney, the boards were passed out and the cards dealt for the first round, with the customary result that some of the hands were interesting and some were not. For the second contest, a different method was pursued. Twenty-five deals, the majority of them played at some time or another in duplicate games at leading bridge clubs, were sorted out and placed in the boards.

After the 25 deals had been played at the contract contest on August 13, the same hands, with two others added were played at auction on August 20. The results were rather striking and an extraordinary divergence of scores resulted. When played at five

(Continued on page 10)

Artist Group Tours Russia

MISS RUTH GREENBAUM, Apt. 9-B, 425 West 23rd Street, sailed recently on the Europa to join a group of artists and writers, led by Alexander Portnoff, Russian sculptor and artist, who are touring Russia to absorb first-hand information concerning the Soviet country.

Miss Greenbaum will spend a month traveling through Leningrad, Moscow, the Ukraine, Crimea, to Odessa and Kiev. She will return by way of Vienna and Paris to gather new ideas for interior decoration, which is her specialty, as well as to do some intensive buying for the fall season.

AT YOUR SERVICE

Womrath's Popular Circulating Library

Newspapers and Magazines

Magazine Subscriptions

"London Terrace" Engraved Stationery

G. E. Mazda Bulbs Standard Prices

KODAK FILMS Developing and Printing 7-hour service

BRIDGE CARDS

London Terrace News Service

450 West 24th Street LOWER CORRIDOR

Call us on the house phone



Nuse Cartoons In Each Issue

TATLER is pleased to announce that the cartoon which appears on page 5 of this issue is only the first of a series from the skillful and amusing pen of the same artist, Lou Nuse, Apt. 1-C, 425 West 23rd Street. One of them will appear each month.

When TATLER published one of Mr. Nuse's cartoons some months ago, it aroused such favorable comment on all sides that this publication has been soliciting Mr. Nuse's aid ever since to respond to the clamorous demand for more of the same. He was so busy for a time that he was unable to do so, but when a breathing spell came for him, he consented. TATLER immediately took advantage of the situation and said, "How about a series of 'em?" And Lou, who is a congenial soul, replied, "Sure," probably without thinking to what he was committing himself.

Together with his congeniality, Lou has an almost 100 per cent. reticence concerning himself. It was awfully hard work, getting him to tell anything about himself, but the following information was finally wormed out of him.

He came from "way out West" originally—he was very vague about just where, apparently considering it of no importance—and has been wielding his pen effectively ever since he was a boy. He was so successful that almost before even he realized it, his work was appearing in national advertising, notably in the *Saturday Evening Post* and *Harper's Bazaar*. He also has worked for the *New York Tribune* as cartoonist and for the King Feature Syndicate. During the war he was chief cartoonist for *Rapid Fire*, which was published by the troops stationed at the Aberdeen Proving Ground in Maryland. Recently he forsook the art department of the Otis Elevator Company to free lance, so he'd have a little more leisure time. Result—he's busier than ever.

Recovering

SAMUEL KARME LIN, elevator operator at 460 West 24th Street, who has been ill at the West Side Hospital, is recovering rapidly under the ministrations of Dr. B. M. Shalette, Apt. 1-B, 425 West 23rd Street.

Vacation Days

SOME of them are coming back, but a lot of them are still going—meaning the London Terrace residents who have been or are vacationing. For instance:

Mrs. Mary G. Murphy and her daughter Eleanor, Apt. 8-E, 445 West 23rd Street, have just returned from a three weeks' visit to Pittsburgh, Pa.

Mr. Aaron Stein, Apt. 5-C, 460 West 24th Street, spent a few weeks at Camp Milford, Kent, Connecticut.

Mr. and Mrs. Armstrong Wells Sperry, Apt. 16-F, 455 West 23rd Street, are at their summer home, West Outlet Camp, Moosehead Lake, Maine.

Mr. and Mrs. Charles H. Grant, Apt. 15-D, 440 West 24th Street, returned to London Terrace on August 18th after a vacation at Burnt Hill, Dorset, Vermont.

Dr. and Mrs. James A. Clark, Apt. 14-B, 425 West 23rd Street, are at West End, Long Beach, N. Y.

Mr. and Mrs. Meyer Perless, Apt. 9-A, 440 West 24th Street, are taking a motor trip through the Adirondacks.

Having a Fine Time

Mrs. Gladys G. Hare, Apt. 7-B, 450 West 24th Street, is cruising on a yacht on Long Island Sound.

Mrs. Emma Lang, Apt. 9-B, 435 West 23rd Street, is at York Beach, Maine for the summer.

Mr. and Mrs. Robert H. Alles, Apt. 4-E, 460 West 24th Street, have deserted the Terrace for Christmas Cove, Maine, for the summer.

Mr. and Mrs. H. A. Van Dorn, Apt. 8-A, 435 West 23rd Street, are at their summer home at West Cornwall, Conn.

Mrs. Leonora Shipman, Apt. 4-E, 445 West 23rd Street, spent several weeks at Schroon Manor, Schroon Lake, New York, and returned to London Terrace August 30th.

Mr. George S. Tipson, Apt. 5-F, 450 West 24th Street, returned from Lake Sunapee, New Hampshire, and left within a few days for San Francisco, Calif. He'll be gone until November sometime.

Mr. Edwin M. Perrin, Apt. 10-D, 415 West 23rd Street, has recently returned to London Terrace from a summer cruise to Havana and Nassau.

Wish You Were There?

Mrs. Laura Cook, Apt. 12-E, 455 West 23rd Street, has left for a short stay at Ocean Grove, New Jersey.

Mr. and Mrs. Charles Craig, Apt. 3-B, 430 West 24th Street, are at their summer home at Stamford, Conn.

Mrs. F. C. Evans, Apt. 8-D, 445 West 23rd Street, is spending the summer at Ogunquit, Maine.

Mr. and Mrs. Bruce Grunden, Apt. 6-D, 430 West 24th Street, are in Harrisburg, Pa., for a short stay.

Dr. Shirley Armstrong, Apt. 3-D, 455 West 23rd Street, is at Columbus, Ohio, for a short stay.

Mrs. E. Hartley, Apt. 6-D, 425, is summering at the Champlain Club, Cliff Haven, New York.

Coming and Going

Mr. and Mrs. Charles E. Laidlaw, Apt. 16-B, 435 West 23rd Street, have returned from a vacation at Kerwiche, Virginia.

Mr. and Mrs. George Squire, Apt. 5-A, 425 West 23rd Street, were at Kerwiche, Va., too.

Mr. and Mrs. W. M. McWhiney, Apt. 9-F, 455 West 23rd Street, are spending a week or two at Surf City, N. J.

Mrs. W. McTigue, Apt. 16-D, 455 West 23rd Street, is at Woodstock, New York, for the summer.

Mr. Robert Tappan, Apt. 8-F, 445 West 23rd Street, is summering at Lakeport, N. H.

IMPORTANT NOTICE!

FOR the convenience of residents who will transfer to the new buildings when completed and for new residents moving into London Terrace for the first time, a representative of the New York Telephone Company, Charles Buckbee, will be at the Administration Office to take orders for new telephones or for the transfer of telephones from one apartment to another. Mr. Buckbee will be in the office, or available upon short notice. The regular service calls for the telephone company, such as complaints, protested bills, repairs, etc., will be handled as formerly by the company's business office at 210 West 18th Street.

French Conversation

In class or individually

MRS. FLEMING

Apt. 4-D, 425 West 23rd St.
LONDON TERRACE

RESTAURANT

Chaffard

formerly with Mouquin's

FRENCH CUISINE

Luncheon 60c Dinner \$1.25

Open from 11:30 A.M. to 10 P.M.

232 Seventh Avenue

Bet. 23rd and 24th Streets

Phone WAtkins 9-9299

Announcing
the Opening of

Smith's Shoe Store

on

Saturday, September 5th

For Men:

FLORSHEIM
Arch Preserver

For Women:

Arch Preserver
ENNA JETTICK

Also Smith Shoes for men
and women

\$5.00 and \$6.00

Full line of children's shoes

SMITH'S SHOES

251 Eighth Avenue

Near 23rd Street

Telephone WAtkins 9-3236

Beauty Treatments in Your Apartment

At prices no higher than you pay in your favorite shop. No inconveniences. Complete equipment carried.

For the approaching season, your sun-tan and your sun-faded hair will not look the best with the new hats and gowns.

You can easily remedy both with treatments for the face, neck and arms, and restore the natural color to your hair.

Evening appointments when desired

Rose B. Stanley

Phone CHelsea 3-9851

Formerly with Charles & Ernst



Look Out for the Horse Cars!

Back in the "Good Old Days"

by
Thomas John Dowd
Apt. 1-F
445 West 23rd Street

WHETHER there is a Santa Claus or not, the bronze in the garden would have us believe that he did hang around here in the old days. On the opposite tablet, however, our attention is called to the fact that at one time, in our gardens, there lingered wild Indians. However, that may be, those of us who were boys around old London Terrace in the early '90's, emulated the aboriginal savages to the best of our whooping ability.

The old London Terrace cottages with the drooping, weeping willows almost touching the iron gates as you entered, the hammocks, and Japanese lanterns strung from tree to tree in the front gardens, the little brownstone carriage steps out at the curb or one of granite, if the front door happened to be painted white, was my playground.

There were no auto busses passing through on the way to California, no taxis, not even trolley cars, but the phaetons or surreys (for sport wear), the open barouche for church or Sunday-through-the-park service and the naughty hansom cab for the night rounders—all were going to and from London Terrace constantly.

Giddyap, Horse Car

The horse cars, running across town on 23rd Street, from the Greenpoint to the Erie ferries, were often boarded by sweetheart and bard for a cooling and refreshing ride. On hot days, during the summer, the horses would be changed and sponged down at the end of each run, but in the winter, the scene was a different one. The floors of the cars would be covered with straw and a small stove located in the middle, with a coal box at one side and—what a man the driver was!

He attended to the stove, collected fares through a slot in the front door, drove the horses and, when it was stormy, he had four horses to look after, not to mention keeping a weather eye open for the steam freight trains at Tenth Avenue. And he did all this without ever missing a fare or allowing his pipe to go out. The real, live "he-men" rode outside on the front platform on very cold nights—that's how you could tell them in those days.



Old London Terrace cottages, with drooping trees almost touching the iron gates as you entered

Two or three times a year, when all traffic would be suspended on account of heavy snowfalls, everybody would turn out to see the snow plow, drawn by 24 horses, clear the tracks. That was a sight that would have made the Ben Hur chariot race look like the ponies and dog carts in the park. I wonder, if it isn't just possible that the late Dr. Clement Moore didn't mistake one of them for St. Nick on that particular Christmas Eve when he was inspired to write his poem. Of course, that was quite a little before my time and maybe they didn't have any snow plows in Dr. Moore's time. Maybe there weren't 24 horses in Chelsea at that time.

Perhaps, too, it was the inspiration of Dr. Moore's conception of Christmas and St. Nick that always made the winter season so enjoyable in Chelsea. It was always looked forward to at the old Terrace, for it meant a run of parties from Hallowe'en until the Lenten season began. Birthdays, apron and necktie, surprise, Thanksgiving, Christmas Eve and New Year's parties—all in turn.

"Elsie From Chelsea"

From 1897 to 1900, the Chelsea football team was quite an organization. We were in the habit of meeting at our captain's house weekly and laying out our plans

for the coming game. The captain was Fred Beetson, who now is at the head of the Association of Motion Picture Producers in Hollywood.

The Beetsons lived in one of the London Terrace cottages, about where 435 West 23rd is today. I bring this to light because, after a game played at Nyack, some one in the outfit picked up a little pig that crossed our path, which we took to be an omen of good luck. We christened the pig "Elsie from Chelsea," after our football song, and decorated it with huge orange chrysanthemum and violet ribbons—our colors.

I had to sit in the baggage car with Elsie all the way home, because, whereas we had not yet heard of subway hogs, still the baggage master on the old Erie train insisted that "pigs is pigs" and her father or guardian had to stay with her. After our arrival in New York, the pig was quietly sneaked into the Beetson cellar.

Elsie's Tragic End

On Monday, each member of the team received a postal card, calling a special meeting at 8 o'clock at 435 West 23rd Street. When we arrived, we were presented with pails, bushel baskets, garden rakes and all sorts of shovels—stove, snow and coal—by Mr. Beetson, Sr., and ordered to go to the cellar and gather up

the five tons of coal that Elsie had clawed all over the place. Poor Elsie—that spelled her finish. We had her served in flowing colors at my home on the following evening.

The last game of the season was always played indoors with the Paterson high school team at the New York Horse Exchange—now the Winter Garden—at 50th Street and Broadway. We rented the place, at that time, for \$50 a night and when the management raised the price to \$60, we just would not be imposed upon and moved our activities to Durland's at Columbus Circle.

At the end of each season, a theatre party would be held at the Grand Opera House—still standing at Eighth Avenue and 23rd Street—and, in those days, the best artists appeared—Kelcey & Shannon, James K. Hackett and Mary Manning, E. H. Sothorn and Julia Marlowe, Maurice Barrymore, Leslie Carter, William Faversham, Julie Opp, Henry Miller, Sir Henry Irving, Sol Smith Russell, Charles Coughlan and many others.

These artists always impressed me and, at an early age, I made

(Continued on page 16)

"Say It With Flowers"

from the

London Terrace
Flower Shop

Now Open

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



Ssh!

Terrace Hawkshaw Is On The Trail!

Ssh!

MYSTERY again is stalking through the corridors of London Terrace and o'er the velvet greensward of the gardens. And the Terrace Hawkshaw is at his wit's end—if he had any to start with. And who wouldn't be when faced with the "Chinese Turtle Case"—and if that isn't a swell title for a mystery, we never heard one. But we have implicit confidence in Hawkshaw. Remember the famous "Green Lizard Case" about which TATLER told you a couple of months ago and how, after 30 days of assiduous effort, Hawkshaw finally made somebody break down and confess that the lizard was a chameleon imported from Bryn Mawr?

Well, he had just washed that matter up, when he was faced with this new problem. Still unsolved, we consider it serious and we want either to Point With Pride, or View With Alarm or Take Steps.

Foundling Turtle

A turtle was found in the garden—a very large one, about eight inches long. He was kept in the office for a while, with the idea that the owner would claim it, but, apparently, he was a foundling. So, at last, he was turned over to Miss Dorothy Regison, that charming young woman who says, "Good Morning, Service Desk," and who had developed quite a fondness for His Turtle-ship.

Miss Regison promised to give the turtle a good home and tender care, 'way out in Brooklyn, so she led him home on a leash. Four days later, when she arrived home, somebody who knows all about turtles (they're like that in Brooklyn) told her that this turtle is a most unusual and extremely valuable one—undoubtedly imported from China and of a species found very rarely in this country. Hawkshaw would like to return the turtle to its owner, but so far his leads have all led into Blind Alleys. Won't some one come forward and clear the matter up? Hawkshaw awaits you.

Three Canary Case

HAWKSHAW had a lot better luck on the "Three Canary Case," which is two up on S. S. Van Dine's story and without the murder. Last week, the Admin-

istration Office was startled, surprised and overwhelmed by the receipt, within half an hour, of three telephone calls from residents, all reporting that a "canary has flown into my apartment. Please come and catch it." Now, one canary anyone can understand. Two would be strange though not improbable. But three?

Hawkshaw went on the job immediately. He cast his weather eye out of the window—he's really an expert weather-eye-caster—but there was no sign anywhere of a heavenly visitation of canaries. Then, believe it or not, he stopped to think. The situation was a bit thick, y'know, so he sent for the Uniformed Force in toto and in majestic might they marched on the first apartment, only to be informed that the canary had flown out almost as soon as he had entered. At the next apartment, the same story was told.

Good Old Hawkshaw

"Aha!" cried Hawkshaw, "I have it. The three canaries were one canary, if you follow me. He simply flew from apartment to apartment. Forward, men, and keep your powder dry!"

And in the third apartment, 10-F, 420 West 24th Street, occupied by Mrs. Lillian K. Hasbrouck, success crowned their efforts. The three-in-one canary was there.

"A mere trifle," Hawkshaw said, when interviewed, while he flicked the ashes carelessly from his Regie cigarette, "Just took the whole matter in my stride."

Hawkshaw Aide Trails Down Terrace Doctor

One of the London Terrace Hawkshaw's more brilliant lieutenants took a week-end off and went to Ocean Beach, Fire Island, last month and the first thing that met his eyes was a sign, "Robert E. Frick, M.D., Resident Physician." Dr. Frick, you know, lives in Apt. 1-B, 445 West 23rd Street in the winter, but, in the summer, goes to Fire Island, land of express carts and beach pajamas. He has a delightful office, next to the firehouse, so he's right on hand for any emergencies that may arise.

LONDON CHEMISTS Cut Rate Drugs

Try Us for: PRESCRIPTIONS LUNCHEONETTE CIGARS—CIGARETTES DEVELOPING—PRINTING (7-hour service)

314 West 23rd St. DELIVERY Phone, W Atkins 9-9573

YOUR RADIO PROBLEMS SETS, INSTALLATIONS, REPAIRS Bring your radio tubes in for free testing—9 A.M. to 8 P.M. London Terrace Radio Service 445 BUILDING

CHELSEA DELICATESSEN

Store of Quality

THE OLDEST OF ITS KIND IN THE COMMUNITY

Ready to Serve You With the Finest Home Prepared Foods

Headquarters Dairymen's League

MILK CREAM BUTTERMILK

Delivery Service

206 NINTH AVENUE Near 23rd Street

PHONE CHELSEA 3-5401



HOW

one man lost out on

Life Insurance— He died while "thinking it over".



THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

Bernard M. Berkowitz Special Agent

7 East 42nd Street, New York

Phone MURray Hill 2-8123

Official Garage for London Terrace Residents

Excelsior Garage

562 West 23rd Street

Day and Night Delivery Service

Visit our Waiting Room Radio—Ice Water—Road Maps

Phone WAtkins 9-9827



Our Own Social Whirl

French Savant Guest
At Terrace Dinner
Party

PROFESSOR D. MORNET, of Sorbonne University, France, famous authority on French literature, was the guest of honor on August 12 at dinner at the home of Mr. and Mrs. Lester A. Barber, Apt. 15-F, 415 West 23rd Street. Prof. Mornet is visiting the United States as invitation lecturer on French literature at Columbia, Cornell, Princeton, Harvard and other universities in the East.

Prof. Mornet has concentrated his work chiefly upon the history of literature and the history of thought during the 18th century. Among his important written contributions relative to that period are:

"La Pensee au XVIIIe Siecle," "Les Sciences de la Nature au XVIIIe Siecle," "Le Sentiment de la Nature en France au XVIIIe Siecle," "Le Romantisme en France au XVIIIe Siecle," "Jean-Jacques Rousseau," "Histoire des Grandes Oeuvres dans la Litterature Francaise au XVIIIe Siecle."

He has also written a widely known work on Racine and his masterpieces. His latest contribution to letters is "Histoire de la Litterature et de la Pensee Francaise Contemporaine."

Mrs. Barber was formerly a student of Prof. Mornet's at Sorbonne. She is teaching French in this country now, under her former name of Dr. Jehanne La Seuze. Another guest at the dinner was Dr. N. Guilhempe, noted surgeon at Flower Hospital.

THREE generations of the Schenck family assembled at a dinner party held at the home of Mr. and Mrs. Daniel S. Schenck, Apt. 17-B, 420 West 24th Street. The latter's son, Charles E., arrived from Chicago for a visit with his parents and D. S. Schenck's father, Charles E. Schenck, who lives at the George Washington hotel, was the member of the senior generation of the family who was present.

MR. and Mrs. Samuel Philip Savage, Jr., the former the nephew of Mr. and Mrs. John M. Savage, Apt. 3-A, 430 West 24th Street, were guests at the latter's home August 18. Young Mr. Savage is manager for the General Electric Company in Colombia, South America and has returned to this country after a three-year sojourn at Barranquilla, Colombia. Representing the United States in foreign countries appears to be an old Savage custom. John M. Savage was for many years U. S. consul in England.

Phone Directories

INDIVIDUAL telephone directories—that is, the kind in which you jot down the particular numbers that you especially want to remember—have been prepared for London Terrace and they're available to you. They're very neat little booklets, published in four colors, with "London Terrace" stamped on the cover. If you haven't received one, call the Administration Office. There's no charge for them.

SAFETY! AVOID RISK! DON'T DELAY!

Invest in Life Insurance, which is always at par. It pays to protect the future for your family and yourself in old age. Have your Life Insurance audited and analyzed now for approximate requirements and for your best interests.

CHAS. HERSHMAN DENMAN, Special Agent

New York Life Insurance Company
London Terrace, Apt. 5-B, 430 West 24th Street Telephone CHelsea 3-8066

H. BRENWASSER

PHARMACIST

Prescription Specialist

226 Ninth Avenue, Corner 24th Street

CHelsea 3-1476-1477
5233-1666

L. A. Barber Recovering From Recent Operation

ON August 12, Dr. N. Guilhempe, surgeon at Flower hospital was a dinner guest at the apartment of Mr. and Mrs. Lester A. Barber, 15-F, 415 West 23rd Street. On August 14, Mr. Barber became the "guest" of Dr. Guilhempe at the hospital when Mr. Barber was taken seriously ill with mastoiditis and Dr. Guilhempe performed the operation. The operation was a complete success and Mr. Barber is recovering rapidly.

Another New Arrival

MR. and Mrs. R. S. Romberger announce the birth of a son, John Darwin Romberger, on August 6. Mr. Romberger is chief engineer at London Terrace.

Lillian's Beauty Shop

Modernly Equipped
Expert Attendants
Reasonable Prices

Treatments in Your Apartment
by a male or female operator

Also an expert for gentlemen
Jenniemakes For appointments
you beautiful phone WAt 9-5560

365 West 23rd Street
near Ninth Avenue

PAPPAS RESTAURANT

248 Eighth Avenue
Near 23rd Street

Blue Plate Luncheon
60c — 75c
Special Sunday Dinner
\$1.25

Branch
254 West 14th

"If a Better Curtain Could Be Made We Would Make It"

Beautify Your Bath Room with
"BOYLE" SHOWER BATH CURTAINS
And WINDOW DRAPES to MATCH

Our Representative will be glad to call upon you

C. A. BOYLE & CO., INC.
"Permanent Display"

NEW YORK—295 Madison Avenue

CHICAGO

Telephone ASHland 4-1545-6



Duplicate Is Huge Success

(Continued from page 5)

tables of contract, the North and South winners were Mrs. Samuel Ourbacker, Apt. 3-F, 450 West 24th and James E. Warfield, assistant manager of the Chemical Bank's London Terrace branch, with a plus score of 2425. Incidentally, they were the only team to finish with a plus score on the North and South side. Miss Gertrude Strouse and Miss Elizabeth Thomas of Apt. 4-F, 445 West 23rd, who had finished sixth in the first duplicate contract game of Aug. 6, finished second. East and West, the winners were Mr. and Mrs. Walter Lewis of Apt. 3-A, 460 West 24th, with a plus score of 4885. Miss Tipton and Mr. Kefover proved their former victory was no accident by finishing second in this contest with plus 2955.

Some Deals Played

When the hands were played at auction the following week, the North and South winners were the team consisting of George I. Fox, Apt. 11-D, 425 West 23rd and John M. Savage, Apt. 3-A, 430 West 24th, with plus 665. The team of Miss Pauline Kutzner, Apt. 10-D, 420 West 24th and Miss Dyer, her guest, came in second with plus 435.

The East and West winners were Mr. and Mrs. F. Ronald Mansbridge, Apt. 7-A, 435 West 23rd, who came in with the high score of plus 1420. This was the first contest in which Mr. and Mrs. Mansbridge had been entered since the bridge games were begun and their play instantly stamped them as serious threats for the Terrace championship when the title tournament is begun. Second place among the East and West teams was won by the team of Mrs. B. O. Smith, Apt. 17-A, 445 West 23rd and C. P. Jensen, Apt. 5-D, 450 West 24th, who likewise staged an extensive leap from their first duplicate game on August 6, when they finished in sixth place. This team scored the high plus total of 1080, likewise indicating that they are ready to meet all comers.

The complete results of the four contests will be found tabulated elsewhere in this issue.

On August 6, the last of the official progressive games was also held. The winner was Mrs. James A. Marker, Apt. 1-D, 445 West 23rd Street.

DUPLICATE BRIDGE RESULTS

August 6, 1931

CONTRACT

North and South

1. Mr. Harris, Apt. 8-C, 460 West 24th and Mrs. Julian Tuckerman.
2. Mr. and Mrs. Louis A. Berko, Apt. 6-F, 420 West 24th.
3. Mr. and Mrs. Leonard S. Henry, Apt. 7-F, 415 West 23rd.
4. Mr. and Mrs. D. S. Schenck, Apt. 17-B, 420 West 24th.
5. Miss Isabel Halsey and Miss Elizabeth Thomas, Apt. 4-F, 445 West 23rd.
6. Dr. and Mrs. James B. Barnard, Apt. 14-B, 440 West 24th.

East and West

1. Miss Martha Tipton, Apt. 4-E, 450 West 24th and Chas. S. Kefover, rental office.
2. Mr. and Mrs. Alexander Riouffe, Apt. 5-E, 415 West 23rd.
3. Anthony Slesinger, Apt. 6-E, 415 West 23rd and Mrs. Donald Slesinger.
4. Mr. and Mrs. David Cohan, Apt. 7-D, 445 West 23rd.
5. Miss Gertrude Strouse and Miss Genevieve Lynch, Apt. 4-F, 445 West 23rd.
6. Dr. and Mrs. Henry D. Niles, Apt. 4-F, 420 West 24th.

AUCTION

North and South

1. G. Ellis and G. Lynn, Apt. 17-B, 425 West 23rd.
2. Mr. and Mrs. R. W. Braney, Apt. 3-A, 455 West 23rd.
3. Mr. and Mrs. Julian Wallach, Apt. 2-E, 445 West 23rd.
4. Mrs. John J. Fichtelman, Apt. 2-D, 460 West 24th and Mrs. Lawrence.
5. Mr. and Mrs. T. W. Noonan, Apt. 1-E, 420 West 24th.
6. Mrs. B. O. Smith, Apt. 17-A, 445 West 23rd and C. P. Jensen, Apt. 5-D, 450 West 24th.

East and West

1. Mr. and Mrs. T. T. Maxey, Apt. 5-B, 450 West 24th.
2. Mrs. J. A. Ellis, Apt. 17-B, 425 West 23rd and F. M. Bennett, Jr.
3. Miss Fay Werner, Apt. 2-A, 420 West 24th and A. Goldsmith.
4. Mr. and Mrs. C. B. Webb, Apt. 8-B, 445 West 23rd.
5. Mr. and Mrs. John S. Martin, Apt. 4-E, 435 West 23rd.
6. Mrs. C. P. Jensen, Apt. 5-D, 450 West 24th and B. O. Smith, Apt. 17-A, 445 West 23rd.

August 13, 1931

CONTRACT

North and South

1. Mrs. Samuel Ourbacker, Apt. 3-F, 450 West 24th and James E. Warfield, Chemical Bank.
2. Miss Gertrude Strouse and Miss Elizabeth Thomas, Apt. 4-F, 445 West 23rd.
3. Anthony Slesinger and Miss Winnie Crawford.
4. Mr. and Mrs. David Cohan.
5. Brig. Gen. H. J. Hatch, Apt. 5-F, 455 West 23rd and Miss Resli Tuckerman.

East and West

1. Mr. and Mrs. Walter Lewis, Apt. 3-A, 460 West 24th.
2. Miss Martha Tipton and Chas. S. Kefover.
3. Miss Genevieve Lynch, Apt. 4-F, 445 West 23rd and Miss Mary Bergh.
4. Mr. and Mrs. L. A. Berko.
5. Mr. and Mrs. Alexander Riouffe.

August 20, 1931

AUCTION

North and South

1. Geo. I. Fox, Apt. 11-D, 425 West 23rd and John M. Savage, Apt. 3-A, 430 West 24th.
2. Miss Pauline Kutzner, Apt. 10-D, 420 West 24th and Miss Dyer.
3. Mr. and Mrs. John F. Tighe, Apt. 16-E, 445 West 23rd.
4. Mr. and Mrs. John S. Martin, Apt. 4-E, 435 West 23rd.
5. Mr. and Mrs. Samuel Ourbacker, Apt. 3-F, 450 West 24th.
6. Mrs. J. B. Rosenbach, Apt. 5-F, 415 West 23rd and Mrs. Josephine Gilbert.
7. Mrs. R. S. Freeman and T. H. Tawas.
8. Mr. and Mrs. T. T. Maxey.
9. Miss Adrienne Webb and C. B. Webb, Apt. 8-B, 445 West 23rd.

East and West

1. Mr. and Mrs. F. Ronald Mansbridge, Apt. 7-A, 435 West 23rd.
2. Mrs. B. O. Smith and C. P. Jensen.
3. Miss Mary George, Apt. 3-F, 450 West 24th and James E. Warfield.
4. Anthony Slesinger and Mrs. Julian Tuckerman.
5. Mr. and Mrs. David Cohan.
6. Mr. and Mrs. R. W. Braney.
7. Dr. and Mrs. James A. Marker, Apt. 1-D, 445 West 23rd.
8. Mrs. Alexander Campbell, Apt. 15-F, 420 West 24th and A. F. L. Driver.
9. J. Marc Gardiner, Apt. 12-D, 440 West 24th and mother, Mrs. Gardiner.

Deck Golf New Terrace Game

(Continued from page 5)

spread abroad, more than 40 persons played the game. At this session, contests were staged for both men and women, with Mrs. B. O. Smith, 17-A, 445 West 23rd, turning in the low score of 31 for the women. Chas. B. Webb, Sr., 8-B, 445 West 23rd, finished six strokes ahead of his nearest male competitor and incidentally broke the course record by dropping the ball in the cup nine times in 24 strokes.

Scores in the Women's Contest

- Mrs. B. O. Smith, 31.
Mrs. J. J. Scofield, 37.
Mrs. W. C. Maurer, 40.
Miss Doris Weingart, 40.
Mrs. Harry A. Levine, 42.
Mrs. Alexander Riouffe, 1-E, 415 West 23rd, 43.
Miss Martha Tipton, 4-F, 450 West 24th, 47.
Miss Logan, 9-A, 450 West 24th, 48.

Scores in the Men's Contest

- Chas. B. Webb, Sr., 24.
Homer Eddy, 30.
B. O. Smith, 31.
John M. Savage, 3-A, 430 West 24th, 32.
Chas. B. Webb, Jr., 37.
John J. Scofield, 41.

ELLA & CAROLINE BEAUTY SHOPPE

A Favorite
with Discriminating Ladies
of London Terrace

▲ ▲ ▲ ▲

Special

FACIAL - HAIRCUT
FINGER WAVE - MARCEL
Choice of two, \$1.25

▲ ▲ ▲ ▲

Hours: 10 A. M. to 8 P. M.
Friday and Saturday until 10 P. M.

An Operator will attend you in your
apartment by appointment

Telephone LACKAWANNA 4-5032
361 West 24th St., near 9th Avenue

CH-3-1085 Est. over 60 Years

GEO. NOCKIN'S SONS Jewelers and Opticians

Diamonds, Watches, Clocks
Silverware and Fine Jewelry

Repairing a Specialty

Optical Department in charge
of Registered Optician

252 Eighth Avenue
One door from S. E. Cor. 23rd
We Have No Branch Store



NORTH
WEST EAST
SOUTH



Duplicate bridge is undoubtedly the most fascinating method of playing the game, whether in contract or auction. Not only does it supply a definite test of ability, but it permits a study of the comparative methods of play followed in individual deals. The game has won such instant popularity at London Terrace that it has been decided to conduct a monthly bridge department in TATLER, in the belief that a discussion of the outstanding deals played at the Terrace contests will be interesting both to those who have played them and other bridge enthusiasts who have not.

IN duplicate play, when one team scores an outstanding victory, there must be a reason. One of the most striking of such victories was that won by Mrs. Samuel Ourbacker, Apt. 3-F, 450 West 24th Street and James E. Warfield, assistant manager of the Chemical Bank's London Terrace branch, who played North and South in the contract tournament of August 13, winning by the tremendous margin of 5495 points over the second place team.

The 25 hands played in the contest had been carefully selected from varied sources. Each presented a distinct problem, the solution of which required a bit better than average bridge if the hands were to be played for all they were worth. Played at par—that is, the maximum possible score, if both teams played correctly, undoubled—North and South should have won by a margin of 670 points.

Mrs. Ourbacker and Mr. Warfield made a plus score of 2425, 1755 points above par. Further, they were the only North and South team which scored a plus count on the deals.

An inspection of the deals revealed two things—first, that the victorious team played a strenuous defensive game, which held their losses on most of the East-West deals lower than those of other North-South teams; and second, they scored big swings on three hands. It is significant that, in each of these big hands, the victors scored their tremendous

New Bridge Contests at Terrace

THE next bridge party at London Terrace will be held Thursday evening, September 3, in the customary place, the penthouse at 425 West 23rd Street. Both contract and auction duplicate will be played. As a preliminary to the London Terrace championship tournament which is scheduled for November, the contests for September and October will be conducted on a slightly different basis than heretofore. The prize cups will be awarded on a monthly basis. That is, the teams which score the highest total number of points during the month will be the cup winners, the competition bridging the two sessions, September 3 and 17. The teams which play North and South on the 3rd will play East and West on the 17th, but, in each case, will be competing against the same teams at each session.

swings by the exercise of considerable restraint. It may be interesting to look at two of the deals.

Deal No. 16 proved a poser for most of the teams. We are indebted for it to Sidney S. Lenz who presented it in Vol. 2 of "Lenz On Bridge." It offers new proof that "silence is golden" and that it's always pretty good policy to refuse to overcall a No Trump bid on your right, regardless of temptation. The deal:

	North		
	♠ 9754		
	♥ J643		
	♦ 7653		
	♣ 5		
West		East	
♠ 83		♠ AK102	
♥ 10752		♥ Q98	
♦ J9842		♦ KQ10	
♣ 93		♣ K84	
	South		
	♠ QJ6		
	♥ AK		
	♦ A		
	♣ AQJ10762		

West dealt and after two passes, East bid a No Trump at every table. Then the fun began. At four of the tables, South's enthusiasm led to bids that ranged from three to five Clubs. The three or four Club bid could be made, the five bid was hopeless. But, in any event, a little serious thinking

should have convinced South that the Club bid promised as a maximum 180 points—four odd tricks and 100 honors, whereas a simple pass meant a penalty of at least 500 points, since both teams were vulnerable, and East could not possibly take more than four tricks. East's hand was extremely easy to read, from the South position. After two passes, a third hand bid of No Trump, particularly in contract, is no casual affair. It represents real strength. From South's chair, it should be apparent that East must have the Ace-King of Spades, the King-Queen of Diamonds and either the Club King or the Heart Queen or both, to warrant any sort of bid in the first place. With all this strength bunched in two hands, it is hardly likely that North will have sufficient re-entries for a Club finesse, so that the Club King in East's hand is almost sure to make. This with the Ace and King of Spades is sufficient to stop game. Further, a challenge bid or informatory double by South will hardly bring the response hoped for from North.

This is what happened when Mrs. Ourbacker and Mr. Warfield played the hand. East bid the No Trump. Mr. Warfield, who sat

South, momentarily succumbed to the lure of the Club array and bid two Clubs. West and North passed and East went to two No Trumps, which Mr. Warfield doubled. West now became panicky and bid three Diamonds, in an effort to rescue, but East hoping to find the Diamond Ace in West's hand, went on to three No Trumps, which Mr. Warfield again doubled, setting the contract five tricks for 1800 points.

On Deal No. 19, the winning pair scored another gain of 900 points. The deal was one of Milton C. Work's "Par Auction Hands," issued a decade ago.

	North		
	♠ KQJ		
	♥ AKJ		
	♦ QJ107		
	♣ A104		
West		East	
♠ A853		♠ 107	
♥ 10532		♥ 974	
♦ AK5		♦ 864	
♣ 75		♣ KQJ92	
	South		
	♠ 9642		
	♥ Q86		
	♦ 932		
	♣ 863		

South dealt and passed, as did West. North bid one No Trump. Again East failed to pass and bid two Clubs, which was passed around to West, who bid two No Trump. North doubled and the hand was set three tricks. Since East and West were vulnerable, this meant a penalty of 1000 points. The most any other North and South made from the hand was a 100 point penalty on a two Club bid. In most instances, North and South played the hand at one or two No Trump. Actually, the hand is good for game at No Trump, played by North and South. This is accomplished by setting up the nine of Spades in dummy and keeping the Queen of Hearts as the reentry.

The third hand on which the winners made a decisive swing was a freak hand, which we haven't room to tell you about here, but once again, Mrs. Ourbacker and Mr. Warfield scored because they showed restraint and played safety first. It seems to be a pretty good quality to have at the bridge table.

—E. J. W.



He Won Success in the Theatres of Two Continents

Adventurous Career in Old Hippodrome Led to Fortune

(Continued from page 4)

Leslie Carter were playing at the Herald Square theatre in "The Heart of Maryland." Tommy learned that they wanted people to play wounded soldiers, so he became a wounded soldier. He managed to get through three performances before he was discovered by his family and once more a budding career was nipped via the hickory switch.

But this sort of discipline failed in its intent. Tommy continued to get bits in one show or another, becoming more thoroughly enamored of the theatre with each experience. And then the Hippodrome opened in all its splendor and glory, and, simultaneously, the youthful representative of the Dowd family found his feet on the lower rungs of the ladder to fame.

Becomes Clown

His first part at the Hippodrome was in the Ballet of Niagara, in which he worked with that master of pantomime of the olden days, Slivers. His next tutor was the equally famous Marceline. Shortly thereafter, he proved himself such an apt pupil that he was made a clown in his own right, with Spellman's Circus, which was playing the Hip.

Mr. Dowd remained at the Hippodrome for eight years. Under the supervision of R. H. Burnside and W. J. Wilson, his progress was steady. He rose from character man to stage manager and by that time was equipped to take any job in the theatre world.

"I still think," he said, commenting on his days at the huge Sixth Avenue playhouse, "that the Hippodrome was the greatest of all theatres, with its disappearing mermaids, phantom ships, earthquakes, tidal waves and battle scenes, the mechanism and execution of which were conceived by the master mind of Arthur Voegtlin, who is also a resident of London Terrace, in Apartment 4-F, 450 West 24th Street.

"There were thrills aplenty, one of which I will never forget. This was a stampede of the Hippodrome elephants during rehearsal. They were all on the stage when something happened to frighten the big beasts. In a minute, an

old-fashioned stampede was in progress.

A Hero From Fright

"Stage hands and trainers fled for the wings, shinned up the ladders or dove headlong off the stage into the orchestra pit. I was seated in a howdah—you know, one of those canopied seats that are perched on the backs of elephants for passengers—on the floor at one side of the stage. I stayed there and began to yell at the top of my voice, 'So, boss! So boss!' It seemed to have a magical effect on the elephants, for they



Mrs. Thomas Dowd, formerly Melanie Verbouwens, famous concert pianist and prima donna, whom Mr. Dowd discovered in the Hippodrome chorus.

quieted down, gradually, and no one was hurt.

"The papers said, afterward, that I was the only man who kept his head and, after it was over, Mr. Burnside came over to me, choking with emotion and greeted me as the man who had saved the situation. The truth is, I was too scared to run, when the stampede began, and I yelled from sheer nervous fright. When all the congratulations and praise were

SEA FOOD OYSTERS & CLAMS ON THE HALF SHELL

Special attention
to phone orders

NINTH AVE. FISH MARKET
242 NINTH AVE.
Phone LAc. 4-0699

pouring in, I didn't even stand up. I couldn't. My legs were too wobbly.

"Another experience which seems rather funny now, but, I can assure you, wasn't then, occurred when I was with Spellman's Circus and was directed by an animal trainer to lead a zebra across the stage in some grand finale scene. The trainer told me all I had to do was hold a lump of sugar in my hand near the zebra's nose and he would follow along as if he liked my company.

Maybe He Was Hungry

"All went well during the parade, until we reached the middle of the stage, when, due to my natural giddiness at leading a barber pole horse—incidentally, I was dressed in a convict's stripes—I dropped the sugar. Then I made the strategic blunder. I leaned over to pick it up, forgetful that the first axiom of a good general is to protect himself from a rear attack. Wow! How that zebra bit me!

"I jumped about nine feet straight up and let out a yell that must have knocked the plaster off the ceiling. You can imagine how I had to take my meals for a week.

"And then, to top it off, the director came to me after the parade, clapped me heartily on the

shoulder and said, 'That was a good bit, Tommy. Keep it in the act.'

Mr. Dowd had risen to the post of stage manager when another interesting event occurred. A young woman, named Melanie Verbouwens, had come to New York from France, to win her fame and fortune as a musician. She had been the pupil of Moritz, Mozkowski, Marmontel and Francis Thome and had won the coveted prix of the Paris Conservatoire. She was both a splendid vocalist and concert pianist. But, as so often happens, the going was not smooth and, from necessity, she became a Hippodrome chorus girl. You may remember that the Hip had by far the largest chorus in the world, so Miss Verbouwens

(Continued on page 13)



CHEERIO . . .

A Treat Awaits You Today

K-V-L's Old English Bakeries

Full Line of Baked Goods
FRESH DAILY

We carry

Imported St. Ivel Jams

303 W. 23rd St.
7th Ave. at 17th St.

—our only stores

Phone Orders Promptly Delivered

Phone CHelsea 3-7167

MIRRORS OF EVERY DESCRIPTION

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

GILBERT DECORATIVE GLASS WORK CO.

Est. 1899

229 Tenth Ave. CHelsea 3-2516

Opposite London Terrace

Drake's Department Store CHELSEA'S UNIQUE SHOPPING CENTER

Eighth Avenue, between 21st and 22nd Streets

STANDARD MERCHANDISE

Bathing Equipment and Summer Wear for all the family

CHelsea 3-1204

Success on Two Continents

(Continued from page 12)

didn't have much chance to be conspicuous.

One of Those Breaks

Then, one day, during rehearsal, the pianist who accompanied the chorus failed to appear. Miss Verbouwens volunteered to serve in his place and performed with such striking ability that she excited the interest of the stage manager—Mr. Dowd—who called her to the attention of Charles Dillingham.

It didn't take Dillingham long to discover that the young chorine didn't belong in the line and from that time, her career was meteoric. She was prima donna at the Hippodrome for one season and for several seasons at the Capitol theatre. She was one of the first of Roxy's Gang to broadcast over WEAF. From the start, the young stage manager at the Hip discovered that his interest in her was not wholly professional and so she became Mrs. Dowd.

"After the war," said Mr. Dowd, "another change came over the world and in the theatre as well, the most potent factor of which was a new form of entertainment which had been moving along steadily for some ten years—motion pictures. And with the rise of motion pictures came new and greater motion picture theatres and, coincidentally, that new factor in the stage, the motion picture presentation.

Showing Europe How

"It was at this time that I met S. L. Rothafel—the Inimitable Roxy—that genius whose name has become a new word in the show business the world over. Six years with 'Roxy' was like a post-graduate course in the art of the theatre and I would probably have continued my association with him as his assistant, had I not heeded a call from Paris to go over on my own and introduce the idea of moving picture presentation in Europe.

"During two years of work abroad, my greatest encouragement was received in Paris, while at the Gaumont Palace. The audiences were most enthusiastic and the press criticisms most gracious. There is no doubt in my mind that the Gaumont Palace is the largest motion picture house in the world.

"When I was in France, I was under the management of Gaumont - Loew - Metro. My work took me to Paris and Lille in

France, Brussels, Liege, Charleroi, and Ostend in Belgium and then to London, where I was on the staff that opened the New Empire theatre in Leicester Square."

After finishing his contract with Gaumont - Loew - Metro in France, Mr. Dowd joined the staff of M. Sayag, who placed him in charge of lighting effects and stage management at his famous Revue des Ambassadeurs on the Champs Elysee and later he acted in the same capacity in the Kursall and the Royal Palace Sporting Club in Ostend.

Back to New York

Upon returning to New York, he produced 117 band presentations in 11 months for RKO at that organization's various theatres, including his old favorite, the Hippodrome, where he had started 25 years before as an extra man.

"In the course of my career," he said, "I have met the late Marshal Foch and remained with him almost an hour, at the end of which it was a toss-up as to who was the best pantomimist."

During the visit of Queen Marie of Rumania to the United States, Mr. Dowd had charge of the entertainment and reception given in honor of Her Royal Highness Princess Ileana.

Mr. Dowd's daughter, Francine, is the latest member of the family to come into the public eye. She started her career, as did her father, by running away from school to join Wm. A. Brady's production of the famous Insect Comedy, "The World We Live In." This was followed by a venture into musical comedy in "Kid Boots" and "Yes, Yes, Yvette,"

Lawless Beauty Shop Permanent Waving

Beauty Culture in all its branches . . .
Specializing in treatments for falling hair and dandruff.
Established at this address 16 years
273 W. 23rd St. Phone Che-3-3088
EAST OF 8TH AVENUE

Fireproof Storage Packing and Shipping Local and Long Distance Moving

A service that has
earned your confidence

RETURN LOADS BUREAU, INC.

523 West 23rd Street
Phone WAtkins 9-5050



Miss Francine Dowd, who, like her father, ran away from school to go on the stage and whose success has proved she was right.

after which she left the stage for the screen. Her most recent film appearance was as Mitzi in Nancy Carroll's latest picture, "Night Angel," which is now playing in New York.

The Dowds have one other child, a son, Tommy, Jr., who is five years old. He'll probably follow suit, too.

JOHN CUSHING

300 West 23d Street

INSTRUCTION IN MUSIC
PIANO ▲▲▲ ORGAN ▲▲▲ VOICE

Cornish Arms Restaurant

A cool dining room, seating 200
Luncheon 60c Dinner \$1.00
French cuisine—Best value in town
Large airy rooms on 12th floor for Dinners, Weddings, Dances, etc.

311 W. 23rd Street, near 8th Avenue

Phone CHelsea 3-7401

THE BIG HOUSE

MIDDLEFIELD

MASSACHUSETTS

Eighteen Miles East of Pittsfield
Overlooking the Berkshires

A QUIANT NEW ENGLAND VILLAGE ON THE CREST
OF THE SKY-LINE TRAIL. ♦ ELEVATION, 1,700 FEET

Active, outdoor life, or solitude and quiet for rest and study, in wholesome, informal, old-fashioned surroundings, with the comforts of modern conveniences. Home garden and dairy. For literature, address
9-A, 445 West 23rd Street, or

Director, DR. A. A. STARBUCK, 20 MAPLE STREET, SPRINGFIELD, MASS.



Offer Service On Decoration

THROUGH special arrangements just completed by the management, another new and most valuable service has been placed at the disposal of London Terrace residents. This is a consulting service on interior decoration, which will be under the direction of Miss Elizabeth Blomquist, one of the outstanding interior decorators of New York City.

Miss Blomquist recently completed the decoration of the model apartments on display on the second floor at 435 West 23rd Street, which she did so attractively that they have aroused the unanimous enthusiasm of every visitor. Incidentally, if you want some new ideas in decorating your apartment, pay the model apartments a visit. TATLER also wishes to give its unstinted praise to the Shiebler-Gayton Company, of 11 East 42nd Street, which supplied all the furniture and fixtures for the apartments. When you're in the market for some furniture, you will find it most profitable to call on the Shiebler-Gayton Company, as they not only represent the finest quality furniture manufacturers in the country but are in a position to offer their products at most advantageous prices.

Miss Blomquist will be available at the model apartments every afternoon and mornings by appointment, the appointments to be made through the rental office. She will be most happy to discuss your furniture and decoration problems with you. There is no charge for this service.

Barber Shop, Beauty Salon Will Open Soon

WITHIN the next thirty days, London Terrace's own barber shop and beauty parlor will be opened at 463 West 23rd Street, where both the male and female of the species may be made resplendently beautiful. The shop will be under the management of Peter Ailara, one of the best known barbers in New York City. Peter conducted the barber shop in the Pershing Square building and has since been with the Belmont hotel and Federal Barber shops for many years.

The beauty parlor will be the last word in salons of this type, with the ultimate in equipment and service.

Chelsea Becomes Leading Shopping Center of City

(Continued from page 3)

tained that, when the first elevated railway was opened in 1867, the line ran through the heart of the district, on Ninth Avenue. The trains were propelled by cables and ran on a track supported by steel columns erected along the curb on both sides of Ninth Avenue from 30th Street to Greenwich Street and thence to Battery Park. Years later, the elevated structure was revised and the cable gave way to steam engines and these pulled the trains, not only on the Ninth Avenue but all the other "L" lines of the city until the early years of the present century. In fact, the introduction of electricity as the motive power for the "L" trains is of comparatively recent origin which most present day adults can easily recall.

First Telephones

Next came the telephone, to which Chelsea took an immediate fancy. New York City's first telephone directory, published October 23, 1878, lists the following subscribers within the Chelsea region:

T. Silberman & Co., importers, 536 Tenth Avenue.

J. A. Bluxom & Co., dry goods, 839 Sixth Avenue.

Collins & Smith, dry goods, 267 Sixth Avenue.

William Kinzey, dry goods, 241 Sixth Avenue.

Richard Mearas & Co., dry goods, 397 Sixth Avenue.

H. O'Neil & Co., dry goods, 325 Sixth Avenue.

Jacob Rothschild, dry goods, 58 14th Street.

Hollister & Chamberlain, produce, 33rd Street and Eleventh Avenue.

Dodge & Olcott, druggist, 547 West 18th Street.

Fire Patrol Office, 104 West 30th Street.

Thomas Miller, gent's furnishings, 355 Sixth Avenue.

New York Transfer Co. (Dodd's Express), 221 West 26th Street, 241 West 28th Street and 38th Street and Seventh Avenue.

As can be seen from this list, the telephone at that time was distinctly a business affair and had not yet come into use for private homes. Another glance at the list reveals that lower Sixth Avenue and 14th Street constituted the shopping center of the city. This remained true for many years, when the city took another great spurt in its forward march and suddenly 23rd Street became the chief shopping center.

Shopping Center

This main Chelsea thoroughfare had the briefest period as the city's shopping district of any section in New York where mercantile business has ever established itself. And this was true almost entirely because of the tremendous impetus which the growth of New York City had received. It caught Chelsea in its rush, business hesitated there for a few brief years and then swept onward to find its next shopping center at 34th Street.

Terrace Book Shop To Open This Month

ON or about September 20, the London Terrace News Service, which has been conducted in the basement since the opening of the Terrace last year, will become the London Terrace Book Shop and will occupy its new quarters at 219 Ninth Avenue. This is one of the new stores in the middle of the Ninth Avenue block. The Book Shop will have a stock of much wider scope in the larger store, in addition to the service the proprietors have been rendering for the past year or more. Greeting cards, gifts, playing cards and similar articles will be available, as well as the customary newspapers, magazines, stationery and circulating library.

We specialize in

MOVING, STORAGE, PACKING, SHIPPING and CARPET AND RUG CLEANING

Experts in all departments

Phone LAfayette 3-3100 for estimate—or write—

Long Island Storage Warehouses, Inc.

Nostrand and Gates Aves., Brooklyn, N. Y., Dept. J

for booklet

DR. JEHANNE LA SAUZÉ

SORBONNE, UNIVERSITY OF PARIS, AND FORDHAM UNIVERSITY, NEW YORK CITY

Coaching for Ph.D. Degree Stage Elocution

Professor of French

Preparation for College Conversation

London Terrace Apt. 15-D, 415 W. 23rd St.

Telephone WAtkins 9-2284

The Advantage

of having excellent laundry service right in your own house is of a particular convenience during vacation and week-ends. You may leave your laundry with us before going, and find it clean when you return, or you may use our 24-hour service.

Call on House Phone.

London Terrace Laundry A.L. KRAMER Mgr.

DO IT NOW

Remodeling - Relining - Altering

of Ladies' and Gentlemen's Garments Skillful workmanship right on the premises at moderate prices

HATS CLEANED, BLOCKED and RENOVATED, FACTORY PRICES

TIES DRY CLEANED AND RESHAPED, 7 for \$1.00 CLEANING, DYEING, COMPLETE VALET SERVICE

Call us on the House Phone

London Terrace Valets



New Arrivals at Terrace

AMONG the new arrivals at London Terrace during August are:

Mr. Augustus K. Thomasson, Apt. 9-B, 415 West 23rd Street.

Mr. Robert L. Becker, Apt. 17-C, 415 West 23rd Street.

Mr. Albert B. Brightman, Apt. 17-F, 415 West 23rd Street.

Mr. and Mrs. Lester A. Barber, Apt. 15-D, 415 West 23rd Street.

Mr. Robert W. Brownson, Apt. 16-E, 415 West 23rd Street.

Mr. William F. Whitman, Apt. 15-C, 415 West 23rd Street.

Mrs. Marie Arnold, Apt. 11-E, 415 West 23rd Street.

Mr. and Mrs. Wm. A. Nelson, Apt. 1-E, 420 West 24th Street.

Miss Lesley Werner, Apt. 2-A, 420 West 24th Street.

Mr. Timothy Patterson, Apt. 5-C, 420 West 24th Street.

Miss Margaret R. Bowman and Miss Mathiesen, Apt. 6-C, 420 West 24th Street.

Mr. C. Hershman Denman, Apt. 8-B, 420 West 24th Street.

Mr. William Gebhardt, Apt. 17-D, 420 West 24th Street.

Miss Pauline M. Biro, Apt. 9-F, 420 West 24th Street.

Mr. and Mrs. Casper J. Herbert, Apt. 16-E, 420 West 24th Street.

Mr. Jack F. Thomas, Apt. 16-D, 420 West 24th Street.

Mr. George Foye and Dr. Edward Burkhart, Apt. 15-A, 420 West 24th Street.

Mrs. Alexandra J. Campbell and son, Apt. 15-A, 420 West 24th Street.

Miss Gertrude Moody, Apt. 11-D, 420 West 24th Street.

Messrs. Edwin Yarbrough, Julian Connolly, Farquhard S. Best, Apt. 11-C, 420 West 24th Street.

Mr. Harry L. Carpenter, Apt. 12-D, 420 West 24th Street.

Mr. George E. Shaw, Apt. 12-C, 420 West 24th Street.

Mr. and Mrs. L. J. Crosby, Apt. 16-C, 420 West 24th Street.

Mr. Samuel B. Stein, Apt. 16-A, 420 West 24th Street.

Miss Clara Leonard, Apt. 15-C, 420 West 24th Street.

Mrs. Paula Reiner, Apt. 15-E, 420 West 24th Street.

Mrs. Paula Reiner, Apt. 15-E, 420 West 24th Street.

Misses Leona Scott and Helen Brickman, Apt. 11-A, 440 West 24th Street.

Mr. and Mrs. Robert Tappan, Apt. 8-F, 445 West 23rd Street.

Mr. and Mrs. Thos. J. McAllister, Apt. 11-F, 445 West 23rd Street.

Mr. Harold Munecke, Apt. 12-F, 445 West 23rd Street.

Messrs. Gordon Davis and Edgar McCarthy, Apt. 10-A, 450 West 24th Street.

Mr. Lloyd J. Bowen, Apt. 7-D, 455 West 23rd Street.

Mr. Charles C. Reilly, Apt. 8-B, 455 West 23rd Street.

Miss Rachel O. Cox, Apt. 1-D, 460 West 24th Street.

Mr. Aaron E. Stein, Apt. 5-C, 460 West 24th Street.

Mr. Wenzel Habel, Apt. 17-D, 460 West 24th Street.

Mrs. Katherine Dalton, Apt. 16-D, 460 West 24th Street.

Mr. Clarence K. Loghry, Apt. 14-D, 460 West 24th Street.

Miss Eleanor Barbu, Apt. 16-F, 460 West 24th Street.

Mrs. Mary G. Morrissey, Apt. 16-D, 430 West 24th Street.

Mr. Thomas J. Doyle, Jr., Apt. 9-F, 435 West 23rd Street.

Mr. Cleve Moore and Mrs. Ruth Moore, Apt. 17-C, 435 West 23rd Street.

Mr. R. Swinford, Apt. 5-C, 440 West 24th Street.

Mr. Manuel Matienzo, Apt. 10-A, 440 West 24th Street.

Mr. Nicholas Siragusa, Apt. 3-B, 425 West 23rd Street.

Mr. Paul E. Miller, Apt. 3-E, 425 West 23rd Street.

Mr. Wilbert G. Martin, Apt. 11-F, 425 West 23rd Street.

Mr. Owen R. Lovejoy and son, Apt. 12-F, 425 West 23rd Street.

Mr. Edwin M. Hankard, Apt. 14-A, 425 West 23rd Street.

Mr. Albert Mahut, Apt. 1-C, 430 West 24th Street.

Mr. Edward V. Strodl, Apt. 4-D, 430 West 24th Street.

Mr. Wm. D. Whitlaw, Apt. 10-F, 430 West 24th Street.

Mr. Adolph Gartenfeld, Apt. 9-C, 430 West 24th Street.

Messrs. Clarence W. Little and K. S. McKittrick, Apt. 16-C, 430 West 24th Street.

Mrs. Vernie Connolly, Apt. 17-A, 430 West 24th Street.

Telephone CHickering 4-2301 Open Evenings till 8:00

CELIA BEAUTY SHOPPE
Hairdressers

Permanent Waving \$5 and \$10
All branches of beauty culture

326 West 25th St. New York

FELDMAN BROS.
Interior Decorators
829 LEXINGTON AVE.
REgent 4-6239

DRAPERIES - CURTAINS
Made to Order
Remodeled - Rehung

UPHOLSTERY
in all its branches
It won't cost any more
to have us do your work

ESTABLISHED 1880 539½ HUDSON STREET

JOHN H. GOETSCHUIS
CARPENTER AND CABINET MAKER

Cleans—Repairs—Polishes Furniture
Telephone CHelsea 3-0158

ICE CREAM

Not the puffed-up commercial variety—but the full-bodied, deliciously flavored, home-made kind, that has made

POST and BODIN
synonymous with quality since 1915 at
364 WEST 23rd STREET
Tel. CHelsea 3-4496 Adjoining Cushman's

MOVING PACKING STORAGE

Competent Courteous Uniformed Men

Padded Vans Insured Coverage REASONABLE RATES

Try Our Estimates NO OBLIGATION

WAVERLY VAN & STORAGE CO.
164 EAST 35th ST.

Telephone ASHland 4-1836

Refer to LONDON TERRACE TENANTS

Dine
in the Open
at
THE GARDEN
OF THE
Tuscany
120 East 39th Street

Lunching and dining out-of-doors have a particular appeal for cosmopolitan New Yorkers, when accompanied by a cuisine so unique in its excellence and by service that is unsurpassed on either continent!



Horse Car Days

(Continued from page 7)

up my mind that I would have to appear on that stage at least once before I died—and but once it was and I nearly died.

No Rousing Cheers

About 1895, the country circus was playing at the Opera House and, while watching the animals standing outside the stage door, I found out that, if one paid the man in charge 25 cents, he would allow you to lead one of the animals across the stage in the big scene. I gathered up the necessary quarter by a lot of scraping and bargaining with the neighborhood ragman and selected a night, on which my mother was going out, to make my debut. As I made my entrance, leading a Shetland pony, there was a muffled scream, followed by a commotion in about the third row, but I didn't permit it to interfere with my art and continued my scene.

On the way home, I dreamed of nothing but success. I sneaked into the house, to find the family gathered around my mother, who seemed very ill until she caught sight of me, whereupon she got up and gave me the thrashing of my life. As fate would have it, she had attended the show that night with some neighborhood Chelsea aristocracy and was evidently "putting on the Ritz," until I had made my appearance. One glimpse of me and she emitted a half-suppressed cry and fainted, which called for the beau gallants to carry her out and place her gently in the lobby, until she recovered fully enough to go home and wait for me.

However, one brief trip across the stage with the Shetland pony and then I had been inoculated with the theatre virus. The thrashing at home didn't discourage me very long. I went into theatrical work in earnest—but that's another story and when its events began to happen, my boyhood days in Chelsea were over.

The "other story" of Mr. Dowd's career was too interesting not to be told, however, and it will be found on page 4 of this issue under "We Have With Us."

CHelsea 3-6434

DR. B. M. WARREN

Surgeon Dentist

Chief, Prosthetic Dept.
Union Health Center

425 WEST 23rd STREET
New York

Finish Terrace

(Continued from page 3)

stood on 24th and 23rd Streets between Ninth and Tenth Avenues.

The knowledge that they were to be demolished came as a shock to old Chelsea. There were some who could not believe that it was going to happen. There was one resident, you may remember, who not only refused to believe it, but refused to move until the old structure in which she lived was almost literally removed from over her head. But there could be no halting of the march of progress which had descended upon Chelsea. A few months after the first roof succumbed to the wreckers and the entire block had been cleared, the foundations were built and the cornerstone laid for the magnificent new structure which has come to mean so much, not only to Chelsea but to all New York as well.

New Conception

For here, in the new London Terrace, something more than a new apartment building came into being. Here rose a colony of homes which are homes in every sense of the word, homes which offered not only a new conception in spaciousness and the ultimate in convenient design, but a new conception in operation and a new conception in comforts and special facilities and features as well.

Lillie Beauty Studio

Formerly with Saks Fifth Ave. and Helena Rubinstein

The utmost in skillful workmanship is yours

Individual Scientific Face Treatments

Application of EY-TEB
Luxuriant Lashes
Instant—Secure
\$2 and \$3

Paris-Fashioned Pedicure
\$1.50 and \$2

Frederick Permanent Marcel Wave \$6.00
French Finger Marcel Wave - - \$1.00

129 W. 21st St., New York
Bet. 6th and 7th Aves.

Open from 9:30 to 6:30
Friday and Saturday Open till 9 p. m.
Late Evenings by Appointment
TELEPHONE WATKINS 9-3479

Ralph A. Iovieno

LAc.-4-1578

Groceries
Table Luxuries
Fruits
Vegetables

Open daily 7 A.M. to 10 P.M.
Sunday 8 A.M. to Noon
Phone orders delivered

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

CORNISH ARMS BEAUTY SHOP

Expert Attendants
Reasonable Prices

Hours: 9 A.M. to 8 P.M.
Saturdays: 9 A.M. to 9 P.M.

Phone for appointment
CHelsea 3-7401, Extension 11
CORNISH ARMS HOTEL
311 West 23rd Street
West of Eighth Avenue



Lackawanna 4-4513

Eugene Gransaul

Chiropractor

2-8 P. M. Daily
and by appointment

452 West 25th Street
New York

Member—American Bureau of Chiropractic



PHONE CHELSEA 5407
ESTABLISHED 1907

H. K. MAHMARIAN

DRAPERIES & CARPETS CLEANED, WASHED, REPAIRED
STEAMSHIP WORK A SPECIALTY
BUYER AND SELLER OF
ORIENTAL RUGS & CARPETS
440 WEST 23RD ST. NEW YORK

Let's Get Acquainted

Kantor's Department Store

Our complete stock of Fall and Winter Merchandise
now on display.

Beacon Blankets and Comforters
at lowest prices in the City

This coupon entitles you to 10% discount on all merchandise.

231 9th Avenue at 24th Street

Phone LAcKawanna 4-3473.

Est. 1914