

JAN 3 33A

London Terrace TATTLER



SEPTEMBER 1932

In This Issue

NEW MANAGING AGENTS

Wm. A. White & Sons now
in charge - - - - PAGE 3

SUBWAY TRAINS RUN

Eighth Avenue line aids
transit - - - - - PAGE 4

RICHES OF TRADITION

An episode of old Chelsea
history - - - - - PAGE 6

A PREMIERE DANSEUSE

A star who captured fame
in London - - - - PAGE 7

Day Phone
CHelsea 3-3050-1-2

Night Phone
WAtkins 9-9827



The Only Official
London Terrace Garage
EXCELSIOR GARAGES

INCORPORATED

S. E. Corner 23rd St. at 11th Ave.

▼ 24 Hour Service ▼ Thoroughly Fireproof ▼

Your Inspection Invited

Nothing but the Best

STORAGE

Auto Laundry
General Lubrication

PARTS & SERVICE

For all makes of cars & trucks

AUTOMOBILE

ELECTRICIANS

Starting, Lighting & Ignition

TIRES & ACCESSORIES

BATTERIES REPAIRED

Rented & Recharged

WELDING & PAINTING

Body & Upholstery Work

RADIATOR & FENDER

REPAIRING

MACHINE WORK

TOWING AT ALL HOURS

Pierre's **LONDON
TERRACE
RESTAURANTS**

For
Breakfast, Luncheon and Dinner

Pierre extends a cordial welcome to
new arrivals in London Terrace

The Coffee Shop

Breakfast 20c to 50c
Luncheon specials 25c & 35c
Dinner 60c

The Main Dining Room

Luncheon 50c
Dinner 75c & \$1.00

**SPECIAL SUNDAY "BREAKFAST-LUNCHEON" IN THE
MAIN DINING ROOM, 10 A. M. TO NOON—50¢**

A la carte service in all restaurants at all times

Catering for Private Functions

MEALS SERVED IN APARTMENTS

Rug Cleaners to London Terrace

A. BESHAR & CO., INC.

Established 1898

INTERIOR DECORATING

Oriental Rugs - Broadloom Carpet

◆ Dry Cleaning ◆ Repairing ◆ Mothproofing ◆

BESHARIZING, our exclusive scientific
cleansing process, removes all the dirt,
restores the lustre and preserves the fabric.

Telephone BOgardus 4-1300 for an estimate

295 Fifth Ave.

New York City.

Delivery Service **CHELSEA** Phone CHE 3-5041

DELICATESSEN

Store of Quality

For 35 years a friendly neighbor to Chelsea Residents

Cold Cuts Salads Chickens Sandwiches

Fancy groceries and table delicacies

DAIRYMEN'S LEAGUE

Milk Cream Buttermilk

206 Ninth Avenue (near 23rd Street)

I. HAHN

**A quick plunge
every morning**

... starts your day right

The largest swimming pool in Manhattan, with
water triple filtered, and constantly changed,
so it's always fresh and clean.

Open Daily 7:30 A. M. to 11 P. M.

Free to Residents:

7:30 A. M. to Noon Daily, including Satur-
days and Sundays.

Residents (non-free hours)..... 50¢

Guests of Residents 75¢

**London Terrace
Swimming Pool**

• 470 West 24th Street •



London Terrace Tatler

New Managing Agents

WHEN Wm. A. White & Sons were appointed managing and rental agents for London Terrace, on August 1, direct supervision and control of this premier apartment center were placed in the hands of one of the best known realty firms in the metropolitan area.

Peter Grimm, chairman of the board of Trustees of the Citizens Budget Committee and one of the city's civic leaders, is president of the firm which has supervision over more than 400 apartment and office buildings in New York. Mr. Grimm is a former president of the Real Estate Board and has long been identified with the city's realty and civic life.

The long experience of Wm. A. White & Sons in building management and the excellent reputation of the company for pleasant relations with their tenants have made a strong appeal to residents of London Terrace.

William J. Demorest, vice president and head of the management department of the firm, will have direct supervision over management policies, and Norman W. Van Nostrand, treasurer of the company and head of the apartment management division, will have direct supervision over rental activities. Mr. Demorest is now vice president of the Real Estate Board and one of the recognized authorities on apartment management. Mr. Van Nostrand was formerly a member of the



PETER GRIMM

firm of Gaines, Van Nostrand & Morrison and is one of the leading realty experts of Manhattan.

Wm. A. White & Sons has been continuously in the real estate business in New York since 1868, when the firm was founded by William Augustus White, a descendant of one of the oldest New England families and a relative of Henry Ward Beecher.

The original William A. White was born in Maine and, after a period in the woolen business in Boston, came to New York and established his real estate firm. Mr. White was prominent in Boston and was one of the organizers of the Massachusetts Emigrant Aid Society, which encouraged the colonization of Kansas and did much to assure its organization as a free state.

After Mr. White's death, in 1872, the business was continued by his sons, Augustus and Alfred L. White. William Augustus White was named for a relative who was killed in action on board the frigate Chesapeake in the battle with the Shannon, June 1, 1813.

The present officers and directors of the firm are: Peter Grimm, President; William J. Demorest, Vice-President; Harry Hall; W. Eugene Hicks, Secretary; Alfred D. Smith, Vice-President; John L. Tonnele, Vice-President; Norman W. Van

Nostrand, Treasurer; Douglas Vought, Vice-President, and George S. Weston.

Wm. A. White & Sons are probably best known to New Yorkers as the real estate firm which negotiated the lease to Mr. John D. Rockefeller, Jr., of the Columbia University property on which the vast Rockefeller City is now being built, from Fifth to Sixth Avenues, 49th to 51st Streets. Wm. A. White & Sons also represent the estate of A. T. Stewart, one of the great merchants of his day, whose department store later became John Wanamaker's.

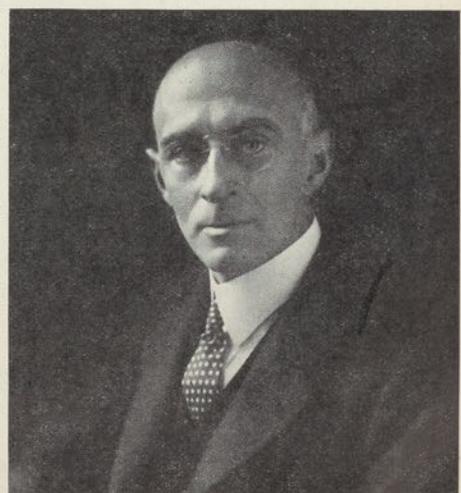
Among the outstanding residential buildings in New York under the management of the firm are 655 Park Avenue, 447 East 57th Street, 455 East 51st Street (Beekman Terrace), 320 East 53rd Street, 23-25 East 64th Street, 24-28 East 68th Street, 60 Gramercy Park, 1 Lexington Avenue, 41 Fifth Avenue, 145 West 55th Street, 50 Central Park West, and many others.

Among the numerous business buildings managed by this firm are Grand Central Palace, 521 Fifth Avenue, 17-23 John Street, 21-23 Maiden Lane, 68 William Street, 21 West Street, 680 Fifth Avenue.

With its strong organization and long experience, Wm. A. White & Sons will give to Resident Manager William E. Barton and his staff a progressive policy which will ensure satisfaction to tenants.



WILLIAM J. DEMOREST



N. W. VAN NOSTRAND

New Subway Opening

THE new Eighth Avenue Subway, which provides residents of London Terrace and Chelsea with an additional and important rapid transit artery, opened Saturday, September 10, at 12:01 A. M.

Although train operation began without ceremony, the new city line has been regarded as of such importance to this section, that civic leaders hailed the first trains as harbingers of a new era.

As the last word in the science of building subways, the new line will be one of the safest railways in the world. It extends for twelve miles through the west side of Manhattan from Chambers Street to 207th Street and Broadway.

The passenger notices the differences between the new system and the old chiefly in the kind of car in which he rides and the way in which the car's doors open and shut. The other equipment is so nearly like that on the B. M. T. lines that B. M. T. cars would be able to operate over the Independent System, and vice versa. The seating arrangements are much like those on the B. M. T.

Latest Devices

There is standing room for 222 passengers in each car, as standing room is rated in New York subways, and seats for sixty. There are no vestibules, no stanchions or other obstructions near any door.

The doors themselves are designed to permit loading and unloading in the least possible time. Each car has four double doors on each side, each doorway being 3 feet 10 inches wide. The doors are equipped with safety devices to prevent a train's starting until all are closed. On an average the new cars can be loaded and unloaded in about two-thirds the time required for the older type of car.

The car lights are independently wired, so that they do not flicker with the fluctuating demands on the power current.

Trains are plainly marked by letters to indicate whether they are expresses or locals. Identification of stations is made easy by the use of five

different colors in the lettering and patterns on the platforms, so that once a passenger has mastered the color sequences he knows at a glance about where he is.

Wherever possible the entrances and exits have been located inside the building lines, so that sidewalks will not be unnecessarily congested.

The biggest station on the line—or on any subway line in the world—is at Times Square, as the station at Forty-second Street and Eighth Avenue will probably be called. This station is 1,155 feet long, with fourteen entrances, "staggered" platforms, each two blocks long, and a capacity of 90,000 passengers an hour.

Express Service

The greatest innovation, however, will be the speed of the express service. There are but nine express stops between 207th Street and Chambers Street, only three between 169th Street and Forty-second Street, no stop at all between Columbus Circle and 125th Street. The running time, including station stops, on the test schedule preceding public operation, has been thirty-three minutes from 207th to Chambers Street.

Local trains for the present will be made up of five cars each and express trains of six cars each. The schedules call for a total of 482 trains every day. These will be made up of 228 locals operating between 168th Street and Chambers Street, 230 express trains between 207th Street and Chambers Street. These last will operate in the early morning hours when the express trains cease running.

The last express train will leave Chambers Street at 1:38 A. M. Express trains will make the twelve-mile run in thirty-three minutes. Local trains will make the same run in forty-three minutes.

The express stops on the road are Chambers, Canal, Fourth, Fourteenth, Thirty-fourth, Forty-second, Fifty-ninth, 125th, 145th and 168th Streets.

The local stations are Chambers, Canal, Fourth, Fourteenth, Twenty-third, Thirty-

fourth, Forty-second, Fiftieth, Fifty-ninth, Seventy-second, Eighty-first, Eighty-sixth, Ninety-sixth, 103d, 110th, 116th, 125th, 135th, 145th, 155th, 163d, 168th, 175th, 181st, 190th, Dyckman and 207th Streets.

Every one of the operating force has had railroad experience. For months a skeleton crew has been operating a train daily, save on Saturdays and Sundays.

There is to be a passenger tunnel under Forty-first Street connecting the Forty-second Street station of the Eighth Avenue line with both the B. M. T. and the I. R. T. at their Times Square stations, while a passageway between

the new line and the Pennsylvania Railroad station at Thirty-fourth Street will make possible the exchange of passengers with the I. R. T. at this point as well. At Fourteenth Street passengers on the new line will be able to reach the I. R. T. and B. M. T. lines either by tunnel or by the crosstown B. M. T. line.

There will be no tunnel connecting the station of the new line at Chambers Street with other lines. When the crosstown city line begins operation through Fifty-third Street to Queens it will form a means of underground communication between the independent system and other lines at various points.

Service Directory for Residents

By WILLIAM E. BARTON, Resident Manager

A NEW directory of the special services available for residents has been distributed. This directory, which contains complete information about all of our facilities from floor waxing to nursemaids, will not only be of value to our new tenants but the older residents, who are already familiar with most of the special features, will find the directory useful as a reminder.

The directory is but one example of the many improvements which are constantly being made by the management. A new service desk is being installed to handle all inquiries, take orders and assist our residents by functioning as a completely equipped information bureau. It will have a full time attendant with no responsibilities other than the comfort and convenience of our tenants, and a call on the house telephone will bring an immediate response.

There have been a number of suggestions received regarding the garden. The opening of the new children's roof playground which has eliminated play activities in the garden, brought a most favorable response from our tenants. Now, we have suggestions that color be added to the garden by the addition of

flowering plants. The management would appreciate receiving any constructive ideas from all who are interested. If we are to have flowering plants, we should give thought to the planting now.

Our radio shop has requested us to remind you that the master aerials in use at London Terrace were installed to make possible the best radio reception. If radio sets are improperly attached to the master aerials, without the use of the patented couplers, radio reception for everyone connected on the system is affected adversely. The radio shop is maintained as a service to our tenants. The nominal fees charged by the proprietor for use of the master aerials help to maintain this service. We hope that our residents will consider this and not permit any connection with the master aerials without consulting the radio shop.

The Penthouse Club and Marine Deck are open every evening to residents and their guests. The Playground is also open to adults every evening for such deck games as shuffleboard, deck tennis, quoits, bull-board, etc. In the Penthouse Club are ping pong tables, bridge tables, chess, checkers. Card games are available every evening except Sunday.

Talk of the Terrace

KENNETH COLLINS, vice-president and publicity director of R. H. Macy & Co., has returned to his London Terrace penthouse after a trip to Europe where he found a more hopeful business feeling.

"Nations abroad are looking eagerly to the States for leadership out of the depression," he said. "The better feeling in America has been reflected in a more optimistic tone abroad, as evidenced by the fact that the head of one large English cosmetic house told me he planned to increase his advertising appropriation by thirty per cent."

Mr. Collins emphasized that his trip was really a vacation. He visited Berlin at the time of the threatened march of the Hitlerites, but otherwise passed most of his time in France. Europe is looking forward to a large export trade in wines, he said, should the prohibition amendment be repealed here.

Mr. Collins went abroad a month ago to meet Mrs. Collins and their son, Kenneth, Jr., who had previously been in Europe for two months.

A number of London Terrace residents spent vacations in their home state. Mrs. James Churchill and her daughter, Dorothy, were at Neponsit. Miss Hildegard Luprian spent some time at Palenville, Green County. Mr. and Mrs. Charles G. Wilson were at Airdwood Hotel, Lake Pleasant, and Miss Mildred Reilly enjoyed vacation pleasures at Diamond Point, Lake George.

Mr. and Mrs. Ronald B. Swinford have just returned from Disputa, Kentucky, and Miss C. M. Hidden has been at Coronado, California. Mrs. Nellie Moore and her daughter, Mrs. Gladys Hare, were not quite as far away from the City. They vacationed at Water Island, Patchogue, Long Island.



A new photograph of London Terrace dominating old Chelsea

© IRVING UNDERHILL

MRS. WM. B. COURTNEY has returned from Europe on the President Harding of the United States Lines, after a vacation tour.

The name of Mischa Violin, concert master, of the New York Orchestra and formerly musical director at Roxy's, can now be added to our rapidly expanding list of accomplished personages living at London Terrace. Mr. Violin has leased an apartment in No. 430.

One of the most interesting recent events at London Terrace was Pierre's Supper Dance on the Marine Deck, the evening of August 17. And it was a truly nautical gathering. The band appeared in nautical rig and even the waiters were sailors. Tables were placed against the wall to permit dancing in the center of the deck. During supper, six excellent acts were staged. And, of course, it being a Pierre-arranged affair, a merry time was had by all, and the food was delectable. George Heather and his S.S. London Terrace orchestra provided the excellent music.

Our Marine Deck is a popular social gathering place. During August, a group of summer students from Hunter College were guests at a dance on the roof.

MR. AND MRS. EDWARD GIBERSON have been enjoying the cool breezes at their summer home in West Brooksville, Maine. Mrs. Giberson requested that the summer issues of *The Tatler* be forwarded to their northern retreat.

Cool New Hampshire, which is a favorite summer paradise for New Yorkers, has attracted Mr. and Mrs. J. T. Milsner, who have been at Camp Wah-Kee-Nah, near Bristol, and Mrs. Josephine Prescott, who went to Laconia.

Miss Frances E. Jones was up at Braintree, Massachusetts, during the warm months; Mrs. Florence T. Martin and her daughter, Barbara, were at Duxbury, Mass., and Mr. and Mrs. W. M. McWhinny passed the summer at Surf City, New Jersey.

Mr. and Mrs. William A. Sohmer spent a pleasant summer at their summer home, "Lilac Lodge," in Elizaville, New York.

Mr. Otto Black has just completed a three weeks' tour of the United States and South-eastern Canada, covering approximately 4,200 miles in that short time. Mr. Black motored down the east coast to the Gulf of Mexico and returned via the Midwestern States and Canada.

DR. B. M. WARREN has just returned from Europe on the new steamer Champlain of the French Line. He vacationed in France and England. During his stay in London Dr. Warren was the guest of Sir Thomas Beecham, the noted British musician and conductor. Sir Thomas is well known in this country and was a guest conductor here last season for a number of symphony concerts.

Mr. and Mrs. Mathew Powers are now enjoying a motor tour of Europe in their own car. After a trip to Scotland to visit Mrs. Powers' parents they went on to the continent. The Powers' young son remained in Scotland with his grandparents.

Mr. and Mrs. William G. Fraser, who reside in apartment 4-D of 455, have been enjoying their vacation in the Pocono Mountains. They selected an ideal time and thereby missed most of the heat wave.

Miss Frances Barbour, after a visit with friends in Maysville, Kentucky, returned to the Shoreham Club at Sound Beach, where she has been enjoying the vacation days. Miss Helen Brickman has been at Hanover, New Hampshire, and Miss Anne Culligan went to St. Paul, Minnesota, for the summer.

Miss Cora Fitzgerald's interests took her far away from the Metropolis for the summer. As New York Subscription Manager for the Surry Playhouse, Inc., Miss Fitzgerald spent the summer season in Surry, Maine. Miss Mary Dickerman was also in Maine at Eagle Lake Camps.

Evening visitors to the Marine Deck should bring their coats or steamer rugs. It becomes quite cool as the evening advances and many deck enthusiasts have had to return to their apartments for wraps.

Lillian's Beauty Shop

Modernly Equipped
Expert Attendants
Reasonable Prices

Treatments in Your Apartment

Specializing in Permanent
Waving, \$5.00 up

For appointments
phone WAt 9-9362

365 West 23rd Street
near Ninth Avenue

Flowers

We specialize in repotting any plant and refilling Japanese Gardens

Prompt Delivery to
All Steamers

London Terrace Florist

House Phone Connection
405 Building

Upholsterers

for 45 years



FOR THE FALL . . .

Dress up all visible walls, windows, and furniture — yes — but give a thought to the invisible construction, whose life is founded on good workmanship. Let us estimate now on your furniture and draperies — new or re-modeled. Prices were never so low.

H KAMRASS & SON
110 WEST 17th STREET
NEW YORK N.Y.
WAtkins 9-8977



Courtesy, Cutter Labs.

Chelsea Dog & Cat Hospital

Leon Roth, D.V.M., in charge
Dog and Cat Specialist

Surgery, Medicine, Bathing,
Plucking, Clipping, Boarding

Sanitary Kennels
Outdoor Runs

Pets called for and returned,
Established 10 years

258 West 19th Street
Day and night phone WAt 9-6963

Riches of Tradition

By THOMAS DOWD

MANY of the old neighborhoods of our city have given way to new streets which serve as arteries leading to the approaches of the new bridges, or subways, as the city fathers may decide.

The new era of steel and granite built up into amazing heights, which seem even higher, due to the "art modern" treatment in architecture, all have their charm and are monuments to the progress of our country.

The sections of Old Chelsea and Greenwich Village, however, have held their charm and are about the only two places that still possess the neighborhood atmosphere of Little Old New York.

Often we have heard it said that downtown New York is not alone the pulse of the nation, but of the world. Yet, when the world was topsy turvy during 1917 and 1918 and the every effort of our Uncle Sam was being spent in what we knew as the "great emergency," and the huge dynamo that controlled the allied armies was set in motion, the Chelsea Piers were the point of contact.

Chelsea's Sons

And it was mostly Chelsea's sons who gave all the brawn and energy they possessed to keep that point of contact right on the mark.

After all was over and our Uncle Sam said, "well done," they went back to the old neighborhood and returned to their places in the various marts of industry to resume where they left off and again take up that routine of their daily life.

Here they returned among old friends, old atmospheres, old families and customs, which have prevailed for so long in our neighborhood, and to which we have become so accustomed.

Ordinary histories do not give much mention to either Chelsea or Greenwich Village, but if we go after high lights from the time of the Original Chelseaite, Captain Clark, up to our present era, we will find that both neighborhoods have figured quite prominently.

One of the most bitter and unfortunate political feuds in

the history of our country terminated in Horatio Street, which is just on the border of the two sections.

On July 12th, 1804, Bishop Moore was summoned from Chelsea to administer the last rites of the Episcopal Church to a dying man at an Horatio Street address.

To his most profound consternation, the bishop found the man to be Alexander Hamilton, who was just breathing his last as a result of a pistol wound received in a duel with Aaron Burr, Vice President of the United States.

These two men were antagonists by nature. Each had conceded the palm to the other's talents. They were by far the greatest and most brainy men New York State had ever produced, and were it not for this lamentable tragedy they would have developed into the nation's greatest minds.

Two Leaders

Their careers were full of adventure, excitement and romance beyond belief. Each in turn had served as aide-de-camp to General Washington and each held the rank of Colonel at the end of the Revolution. If ever there were opposite natures these two leaders were the foremost examples.

Burr was born on February 6, 1756, at Newark. His father was president of the College of New Jersey, now Princeton, and a man of comfortable means. Naturally, Burr attended the college at Princeton.

At a very early age he gave every evidence of having a mind of his own and was an unruly child.

As a man his stature was very graceful. He was about 5 feet 6 inches tall with black hair, a well shaped head and ears so small that they almost looked deformed. His predominating feature was his large round and most expressive hazel eyes. It has been said that, according to his moods his eyes could be most terrible and piercing, or soft and kindly, at which time they provoked a most assuring and delightful smile.

Although born an aristocrat

of means, he believed in no distinction of cast, contending that all Americans were equal and he cast his lot with the masses.

Hamilton was born in the West Indies, January 11th, 1757. He was the child of a Scotch father and a French Huguenot mother. Deserted by his father, his mother died when he was about 11 years of age.

He, too, was a most remarkable child. His grasp of learning has hardly been equaled. Suffice to say that at the age of 13 he was a little man and was at the head of a counting house in his native town.

His employer and some other gentlemen raised a purse and with letters of introduction sent him to the states to finish his education.

College Days

His first move upon arrival was to present himself at Princeton University. Here he proposed entering with the understanding that he would be advanced as he progressed, rather than wait for his promotions with the class. His idea was to save money out of his allowance, which was limited.

Such revolutionary ideas were not to be tolerated at the college and he was refused admittance. It seems a pity, as we look back, that he was not admitted. Hamilton and Burr would probably have been classmates, their lives less fateful and, perhaps, spared for their country.

Hamilton was also under medium height, slender, with light hair and very dark blue eyes. He attended King's College (now Columbia) in New York and, quite contrary to his cast and bringing up, developed an absolute dislike for the masses.

Hamilton hated the very idea of states' rights, and was for positive and absolute Federal control. He declared that he was opposed to giving the common people any control, or power, as he considered them unfit for other than military service, obedience and industry.

The two men had some characteristics in common. They

(Continued on page 11)

A Premiere Danseuse

MANY of our residents have been in Europe this season, but it is a well established fact that none of them were received with the acclaim which greeted Harriet Hoctor in the historic British capital.

Londoners, from their own Chelsea to Golders Green, or any other sections of the great city with which an American is supposed to be geographically familiar, quickly capitulated to this charming artiste.

For Miss Hoctor, outstanding dancer of our own theatrical world, has just returned from a new triumph abroad to her apartment on the nineteenth floor of 465 West 23d Street and she is glad to be back.

Starring for five months at the London Hippodrome in "Bow Bells" she repeated, as one would naturally expect, the sensational success she has attained in this country.

London Success

Not only did her artistic and attractive personality win a permanent and enviable place in the affections of London theater-goers, but she returned with the additional honor of having sat for none other than the famed Jacob Epstein, the sculptor.

Soon the Hoctor apartment at London Terrace will be graced with that Epstein portrait in marble, which is now on its way across the more or less well known frantic Atlantic. All of which is something to write home about.

And in the case of Miss Hoctor writing home would be to the quiet up-state town of Hoosick Falls, New York, where a dark-eyed, graceful, golden haired girl once stood on her toes to the great amazement of her family and the startled gaze of an astonished citizenry.

When it was discovered that Harriet Hoctor could not only stand on her toes but could dance while standing on her toes, Hoosick Falls knew that something in the way of an historical event had taken place. At that time Miss Hoctor, herself, probably was inclined to agree more or less



HARRIET HOCTOR

with the rest of them, but today she says, modestly, that standing on one's toes, or dancing for that matter, is not in itself such a sensational accomplishment as literally thousands of people can do it.

There are few dancers, however, who become accomplished artists in this most exacting profession as it requires long training and continuous work. Miss Hoctor began as a youngster and to this day she studies and practices consistently.

She came to New York to develop the original and natural talent that excited Hoosick Falls. After intensive study here under a number of teachers she first danced for a season or two in vaudeville. From vaudeville she went into her first Broadway show, Topsy and Eva, where she attracted the notice of the big Broadway producers.

Afterwards came A La

Carte in which she was the star of her own company for a vaudeville tour from coast to coast. Then came her first association with the Ziegfeld shows, Three Musketeers, Show Girl and Simple Simon with Ed Wynn.

When Miss Hoctor went to Europe to star in Bow Bells she was still under contract with Ziegfeld. His sudden death prevented proposed productions for this season. Upon her return to America she was quickly signed to be featured in the new Vanities.

Now between daily rehearsals, visits to costumers, photographers and practicing, she is trying to get accustomed to the American tempo again before the out-of-town try outs and the Broadway opening.

Miss Hoctor lives in her apartment overlooking the Hudson with her aunt, Miss Anna Kearney. Between re-

hearsals they are trying to get unpacked after their long stay in London. Miss Hoctor says the greatest thrill of her stay in London and her month's vacation in Paris, was posing for Epstein.

"Nobody else liked the Epstein head," she says, "but to me it seemed most like me as I know myself. It was not beautiful but it was strong. It had more character than I have. I look as if I am leading armies across the fields. It is stimulating. It makes me want to do things."

Some day Miss Hoctor wants to do a concert tour. She isn't planning anything of a high-brow nature and she has ideas of her own. She doesn't believe one dancer should attempt to hold the attention of an audience for an entire evening. She would have a company of artists to create an intelligent and entertaining program.

Ideal Exercise

She believes dancing is constantly improving and becoming more intelligent. And she is certain that one must love to dance to really enjoy it. In her opinion dancing is the one sure road to physical grace and the ideal form of exercise.

And she practices what she preaches. In her huge living room with its mirror lined walls, Harriet Hoctor can and does practice to her heart's content. Behind a screen she has a practice bar, not one of the post-Volstead type, but a waist-high affair with the general appearance of an extra-large towel rack.

Happily sorting out the innumerable mementoes of a triumphal sweep through London and Paris, this unaffected young premier danseuse chatted eagerly of the new season.

It has been only a few years since she began her dancing career as a hair-ribboned school girl, but in that very brief lapse of time Harriet Hoctor has attained an eminent position. And her success has been accomplished without that affectation which sometimes is part of an outstanding career in the theatre.

NOW IS THE TIME FOR
Remodeling - Relining - Altering
OF COATS AND FURS

Skillful workmanship right on the premises.
Moderate Prices

CURTAINS, DRAPES AND BLANKETS
Absolutely dry cleaned equal to new

CLEANING, DYEING, COMPLETE VALET SERVICE

Call us on House Phone

London Terrace Valets

TELEPHONE
TOMPKINS SQUARE 6-9183

LARGEST ESTABLISHMENT ON
TWENTY-THIRD STREET

Pierree Beauty Shoppe

ALL PHASES OF BEAUTY CULTURE

Specialists in Fredericks Viva-Tonic Permanent Waves

8 East 23rd Street New York City

BOWL • BOWL • BOWL

GRAND OPERA BOWLING CENTRE
309 West 23rd Street : : : Corner of 8th Avenue

NOW OPEN

under new ownership with 10 new Brunswick Regulation Tournament Alleys. Special Afternoon Rates for Ladies and Gentlemen
For Reservations Call CHelsea 3-8951

CHelsea 3-6434

DR. B. M. WARREN

Surgeon Dentist

Chief, Prosthetic Dept.
Union Health Center

425 WEST 23rd STREET
New York

TATLER
ADS
BRING
RESULTS

VILLAGE

FIREPROOF
STORAGE WAREHOUSE
• INC •

LICENSED PIANO MOVERS
PACKING-SHIPING

Watkins 9-1416

MAIN OFFICE WAREHOUSE
202 Ninth Ave. 414 W. 26th St.

**A Vacation
Canoe Trip**

MR. AND MRS. D. J. DICKENS have just spent a perfect "back-to-nature" vacation. They own a splendid 18-foot canoe and a small out-board motor. Put these two together, add a water-proof, insect-proof tent, and supplies, and there you have your vacation lodging and transportation. For amusement—rely on your own initiative.

That's the different sort of vacation they enjoy, and it sounds particularly exciting. This year, these two outdoor souls ventured up the Hudson as far as Kingston. But last year, their canoe trip took them as far as Lake Champlain. Here are two people who rely on neither wheels nor wings to go places.

In the world of music, Mrs. Dickens is famous as Jean Buchta. She is a well-known pianist and instructor of harmony. Her interests are entirely with the movement for the spread of "harmony knowledge" in America. Mrs. Dickens has founded, and is also musical director of the Allied Arts Harmony Club.

This summer, the club has had Mrs. Dickens' London Terrace apartment as its headquarters. The club is an outgrowth of the Hospitality Center of the Allied Arts, though the objective of both organizations are similar. Their purpose is to awaken the American people to the importance of the composition of music, so that the concert and opera will leave an impression not only of melody but of arrangement and adaptation.

Not only is this alert, attractive artist popular in the professional world, but she is also well-known to those who love music as a hobby. As her hobby, Mrs. Dickens has, of all things—dressmaking. And doubtless some very chic gowns are produced in 7-F in No. 470.

**Perfect Spot
For Eclipse**

The Marine Deck was a most popular place the day of the big eclipse. While scientists and other experts journeyed north only to be baffled by clouds, our own London Terrace astronomers had a perfect view of the celestial phenom-

ena. More than 300 men and women were on the roof while the heavenly show was enacted. Our "sky-ship" proved to be one of the best spots in New York from which to witness the eclipse. The high, clear outlook over the Hudson made possible a perfect and unobstructed view.

**Weather Flags
Hoisted Daily**

Every morning at sunrise the weather flag for the day is hoisted to the after-mast of the marine deck. Daily forecasts are received from the weather bureau and it is only necessary to glance at the flag to know what to expect from the elements.

If a white flag is flying at the masthead, that is the signal for clear weather. A blue flag means rain. A flag that is half white and half blue indicates local showers. A black pennant is the signal for a change in temperature. When a white flag with a square black center appears that's a sure sign of a cold wave.

When the black pennant is flying above the weather flag, it means warmer weather. When it is flying below, colder weather is due.

The weather flags will stay up until sunset.

**Flower Shop's
Fall Display**

The Terrace Flower Shop in the 405 Building has a new Fall stock of Japanese Gardens, and is making a specialty of refilling Japanese Gardens and Jardinieres. The Autumn Chrysanthemums in many colors and varieties are now in vogue for outdoor wear. The Shop has a new selection of flower pots and Jardinieres, a stock of fresh cut flowers daily, and makes a specialty of prompt delivery of steamer baskets to departing ships. Another decorative plant now much in demand is the *Sen-sevarius*.

Found: A green rubber bathing cap; a white Japanese paper fan; a large white composition bracelet; small white and small brown composition bracelets — at the Penthouse Club and Marine Deck. Owners may secure articles by identifying them at the club office.

Children's Playground

THE new and attractive open air play space, the Children's Roof Playground, is a busy area from morning to night. It has become a real joy spot for both young and old. During the daytime the roof terrace is used exclusively by the children and there are games going on at all times.

Toys are provided at the playground but the youngsters are encouraged to bring their own if they have something of special interest. There are periods of group play with such organized games as Red Light, Pussy Wants a Corner, Box Ball, Giant Stride and various circle games, which are enjoyed by all. The older children are fast becoming expert in Deck Tennis, Shuffleboard and Box Polo and a few others are learning the art of Handball in a limited area.

But the constructive play is the real treat. Clay modeling has been most popular, seconded only by the new art of Stemcraft. Individual hobbies of the moment, such as weaving on a spool, weaving on your finger, spinning a button on a string, jacks, O'Leary, and the familiar games which come and go periodically, lend interest to the play roof.

Perhaps the most fascinating of the constructive games is shipbuilding, which requires the use of various pieces of furniture and play apparatus available. This game holds the children's interest for days at a stretch. The present hobby is painting ship funnels and many children can already identify ships by a look at the funnels.

At the suggestion of the children, a Roof Club is being organized in the interest of their playground high above the city. They have chosen to call it the "TIP TOP CLUB."

Our Nautical Time Keeper

TO make clear the meaning of the ship's bells which are struck on the bridge of the S.S. LONDON TERRACE the following table will serve as a guide:

On shipboard the day begins

at noon and is divided into six watches of four hours each. The bells are struck every half hour; thus one bell is 12:30, two bells 1 o'clock, and so on until eight bells, the end of the watch. The watch from 4 to 8 p.m. is usually divided into two periods called First and Second Dog Watches respectively. The names of the watches are: Afternoon, to 4 p. m.; Dog, to 8 p.m.; First, to midnight; Middle, to 4 a.m.; Morning, to 8 a.m., and Forenoon, to noon.

Thus, six bells in the Middle Watch is three o'clock in the morning, while six bells in the Forenoon Watch would be 11 a.m. It is the present plan to open the ship's deck at two bells in the Forenoon Watch, or 9 a.m., and close at six bells in the First Watch, or 11 p.m. The flag is hoisted at sunrise, which occurs now at about 3 bells in the Morning Watch, and is lowered at sunset, which is about one bell in the First Watch.

We often hear a landlubber boast that he got up at six bells and went fishing. Well, that means that he arose at either 3 a.m., 7 a.m., 11 a.m., 3 p.m., 7 p.m., or 11 o'clock at night.

Busy Days For Valets

WANDERING around in the lower corridor and gazing at the busy valets pressing and mending our best suit, we were intrigued by the dexterity of the workmen who gave baggy knees a razor edge, and coat lapels the perfect roll.

Imagine our surprise to learn that more than two thousand articles of wearing apparel go through the shop every month. In they come, wrinkled and soiled; out they go, smooth and clean. The items vary from neckties to riding habits; from dainty summer frocks to heavy steamer rugs.

The smallest order ever received at the Valet Shop was a request to press a pair of shoe laces. The largest single order was the complete renovation of a Penthouse Apartment, which included furniture, rugs, drapes and curtains and the entire wardrobe of personal wearing apparel.

Telephone WAtkins 9-3479

Lillie Beauty Studio

Formerly with Saks Fifth Avenue and Helena Rubenstein

Park Avenue workmanship at neighborhood prices.

Permanent Waves: *Frederick*, \$5.00—*Society VivaTonic*, \$7.00—*no machine, no electricity*, \$10.00—*French Finger Marcel*, the lasting wave, \$1.00—*Marcel and Shampoo*, \$1.00—*Application of Ey-Teb*, luxuriant lashes, instant, secure, \$2.00.

SPECIALIZING in the famous DUART Steamer for reconditioning bleached and dyed hair. Also for hair that has been exposed too frequently to sun and permanent waving

347 West 23rd Street - Near Ninth Avenue

CH-3-1085 Est. over 60 Years

GEO. NOCKIN'S SONS Jewelers & 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

YOKE BOOK SHOP

RARE BOOKS Will get you any book in or out of print BOOKS BOUGHT NEW AND OLD

GUNS, CURIOS & ANTIQUES
201 9th Ave. Wat-9-9350

CORNISH ARMS BEAUTY SHOP

Experienced Operators Only All forms of beauty culture

Special Prices

Monday, Tuesday and Wednesday

311 West 23rd Street In Hotel

CH 3-7401

Eight years at this address

HAVE YOU A DOG OR CAT?

WE BOARD—

TREAT—CLIP

PLUCK—BATHE

MANICURE them.

DOG & CAT HOTEL

Runways—Sun Parlors

Pets Called For and Returned

NEW YORK VETERINARY HOSPITAL

Founded 1883

500 SIXTH AVENUE

At 13th Street

Day and Night Phone

ALgonquin 4-7977

HARDWARE

Tools, Cutlery, and House Furnishings—G. E. Mazda Lamps & Electrical Supplies—Locksmith

FRED BECKY

257 9th Ave., Bet. 25th & 26th Sts.

Telephone LAcawanna 4-9201

SEA FOOD OYSTERS & CLAMS ON THE HALF SHELL

Special attention to phone orders

NINTH AVE. FISH MARKET

242 NINTH AVE.

Phone LAc. 4-0699

Stuyvesant Market

S. METZGER

CHOICE MEATS

Special Attention to LONDON TERRACE RESIDENTS

236 Ninth Avenue

Phone LAcawanna 4-0067

Ralph A. Iovieno

LAc. 4-1578



Groceries, Vegetables, Fruits, Table Luxuries

Phone Orders Delivered

229 NINTH AVE.

Cor. 24th St. & 9th Ave.

London Terrace Laundry

Is Conducted as a House Service For Your Convenience

You can get us at your convenience on the house phone (8:00 A. M. to 8:00 P. M.)

We maintain a "Wash Maid Service" right in your building for your dainty lingerie, or anything requiring special attention. Every article is washed and ironed by hand by a competent laundress at no greater cost than if you had it done in your apartment.

We also offer you a laundry service on a "Budget Plan" that guarantees to save you at least 10 per cent of your present cost for all laundry. May we hear from you?

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

Beauty Treatments in Your Apartment

(RESIDENTIAL WORK ONLY)

At Prices No Higher Than Those of Your Favorite Beauty Salon

All necessary materials supplied

EVENING APPOINTMENTS FOR BUSINESS WOMEN

Pleasant associations with London Terrace for over two years

Rose B. Stanley

Telephone CHelsea 3-8316

H. BRENWASSER

PHARMACIST

Prescription Specialist

226 Ninth Avenue, Corner 24th Street

CHelsea 3-1666-9687-9150-9208

Old Chelsea
Grocery & Delicatessen

FRESH EGGS

Daily from the Country

433 West 24th St.

Directly opposite London Terrace

JOSEPH VOGT HOME MADE ICE CREAM

Ginger Ale and Soft Drinks On Ice

Phone Orders Promptly Delivered

OPEN UNTIL MIDNIGHT
Phone WAtkins 9-9670

224 9th Avenue at 24th Street

MURRAY-HILL
2-6122

RETURN LOAD SERVICE

Specializing

HOUSEHOLD FURNITURE REMOVALS

A distinctive intelligent personal service

Suite 1207 545 Fifth Avenue New York City

Eve. and Sundays, CHe 3-3380, London Terrace, 5-G, 410 W. 24th

LONDON TERRACE BARBER SHOP

6 BARBERS, MANICURIST, BOOTBLACK
EXPERT SANITARY SERVICE

461 West 23rd St. in 465 Bldg.

8:00 A. M. to 8:00 P. M. Phone CHe. 3-9076

LONDON TERRACE TATLER

Volume 2

SEPTEMBER, 1932

Number 10

TERRACE CALENDAR

SEPTEMBER

- Thur. 1—Duplicate Contract Bridge
- Fri. 2—Chess Club Meeting
- Sat. 3—Club and Marine Deck open
- Sun. 4—Marine Deck open
- Tues. 6—Open Bridge Play
- Thur. 8—Duplicate Contract Bridge
- Fri. 9—Chess Club Meeting
- Sat. 10—Club and Marine Deck open
- Sun. 11—Marine Deck open
- Tues. 13—Open Bridge Play
- Thur. 15—Duplicate Contract Bridge
- Fri. 16—Chess Club Meeting
- Sat. 17—Club and Marine Deck open
- Sun. 18—Marine Deck open
- Tues. 20—Open Bridge Play
- Thur. 22—Duplicate Contract Bridge
- Fri. 23—Chess Club Meeting
- Sat. 24—Club and Marine Deck open
- Sun. 25—Marine Deck open
- Tues. 27—Open Bridge Play
- Thur. 29—Duplicate Contract Bridge
- Fri. 30—Chess Club Meeting

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.

A Vacation By Airway

LONDON TERRACE residents not only live in the modern way, but they travel in the modern mode. Professor Elizabeth Burris-Meyer traveled to California by air, and thoroughly enjoyed her trip. She spent about six weeks in California and returned by air again. Being director of the Department of Costume Design at New York University, Mrs. Burris-Meyer has the summer time in which to do such interesting things.

This fall, Mrs. Burris-Meyer has been given the responsibility of organizing a new course in retailing at New York University. Formerly, her teaching has been confined to the College of Fine Arts, which, naturally, does not teach the "rock-bottom" practical

knowledge that is so much in demand at the present time. Even a slight acquaintance with this very artistic lady will convince one that this new course will be a certain success. After Mrs. Burris-Meyer studied at the New York School of Fine and Applied Arts (Parsons'), she taught Costume Design there for a number of years before joining the New York University faculty.

Professor Harold Burris-Meyer also has a fascinating occupation—that of instructor in stage engineering at Stevens Institute of Technology. So the Burris-Meyers' interests are not purely educational, but spread into the theatrical world . . . and even into the swimming world, for Mr. Burris-Meyer is an excellent swimmer, and Mrs. Burris-Meyer is also a daily devotee of our own pool.

Repairs made in a hurry

You don't have to worry about a new key for the steamer trunk or any other little repair jobs that turn up regularly in a well ordered household. Our repair shop can fix almost any gadget in a jiffy at a most nominal charge. Our staff includes:

CARPENTERS who mend furniture, build shelves. We have even made new legs for valuable chairs.

LOCKSMITHS who make new keys on short notice and work wonders with balky locks.

HANDYMEN who put up curtain rods, make minor repairs, fix lamp shades and do the other innumerable things which handymen do so well.

ELECTRICIANS who make vacuum cleaners behave, and know what to do with eccentric toasters or percolators.

PORTERS who are specialists in wall washing, hanging or changing pictures, relocating bookshelves, etc.

The repair shop is ready to aid London Terrace residents at all times—and charges are in line with present-day family budgets. Just step to the house telephone and call the Service Desk.

Fall Bridge Play Begins

THE first of the autumn duplicate contract bridge tournaments was held in the Penthouse Club on September 8, with the return of many residents who have been away on vacations. High scores were made by William Matsner and Mrs. M. Glenn, Mrs. A. B. Riouffe and Mrs. L. Furst were second and Mr. and Mrs. C. S. Kefover were third.

Every Thursday evening during September the tournaments will continue, beginning 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.

Weekly duplicate contract bridge evenings were continued throughout the summer, with a good attendance of bridge enthusiasts who remained in the city.

Ping Pong Thrills Crowd

MORE than 200 residents of London Terrace and their friends enjoyed an exciting Ping Pong exhibition Friday evening, September 9, in the Grill Room, through the courtesy of Pierre and The American Ping Pong Association.

The first match was between Joseph Blatt, twelfth ranking American player, and Joseph Borys of Vienna, Austria. This match was keenly contested and went to five games. Mr. Blatt, who uses what is known as the penholder grip, gave a fine exhibition of chop stroking and hard fast back hand drives against the more spectacular and smooth stroking game played by Mr. Borys.

The match was won by Mr. Borys: 19-21; 21-17; 21-16; 15-21; 21-18.

The next match was between W. Chester Wells, Jr.,

third ranking American player and the greatest exponent of the penholder grip, and Herbert W. Allen, the International expert, who is well known wherever Ping Pong is played. Mr. Allen probably has a more varied number of service strokes than any other player in the game. Mr. Wells won 21-18; 19-21; 21-16; 18-21; 21-15.

After these matches doubles were played by Wells and Blatt against Allen and Borys. Three games were won by the former without much difficulty by scores of 25-23; 21-16; 21-14.

The players were introduced, and announcements made by Tommy Gordon, well known radio star. The matches were refereed by Dr. Paul Jacobs, and L. F. Glynn. Judging from the response it is expected that a Ping Pong Club will be formed and admission asked in the Metropolitan Association of the American Ping Pong Association. For further information inquire Penthouse Club.

Riches of Tradition

(Continued from page 6)

were both highly strung, haughty and could not bear a reprimand. They had both resigned the post of aide-de-camp to General Washington.

Burr, while visiting the family of a very charming Colonial damsel overstayed his leave. Washington sent for him to report immediately.

Burr announced that he would report later, whereupon Washington sent a provost guard to arrest and bring him in. Burr, suspecting that this would be his commander's next move, had his resignation already written and handed it to the officer of the guard upon his arrival.

Hamilton succeeded Burr, and Washington being an absolute aristocrat was quite taken with him. Hamilton told him of his struggles and quite touched the General's sympathies.

All went well until Hamilton kept Washington waiting ten minutes for an appointment. Washington accused him of disrespect, whereupon the haughty young officer came to attention and said:

"Sir, I am not conscious of having been disrespectful to you, but since you thought it necessary to tell me, so we part." (To be Continued)

Golden Song PET SHOP

We have moved to new quarters opposite the Flatiron Building. Modern equipment and a larger stock of song birds. Also a complete line of dog and cat accessories.

Birds treated and boarded
Free delivery service

956 Broadway
Phone ALgonquin 4-1572

▲ CLASSIFIED ADS ▲

FOR SALE: Genuine Chinese Rug 8 x 10. Excellent condition. WATKINS 9-5168.

FOR SALE: Revolving Bookcase. Tea Wagon (Mahogany) cheap. 465 10-G.

FOR SALE — Sunbeam Mixmaster (Elec. food mixer) \$10. 3-H, 470 WAt 9.0966

Maid Service When You Want It!

A SPECIAL feature of London Terrace is the domestic service, as highly specialized as hotel service, but no more expensive than you'd pay in your own home.

Trained and uniformed maids, waitresses, and nursemaids at 50c an hour, or at special monthly rates.

Window Cleaners, every day except Sunday, 25c for single, 50c for double.

Floor Waxers, 1-room apartment, \$2.50. Less per room for larger units.

Porters, for cleaning, etc., 75c an hour.

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

For complete information about these special services—

Phone the Housekeeper



Salisbury Brothers Furniture Co.

Vermont's Pioneer Maple Furniture
Factory, Established 1866

Now you may buy directly from the manufacturer and save the large profits made by the retail stores. You become your own dealer and a little money will do a lot with Salisbury Made Furniture. You can furnish your entire Living Room, Dinette, Bed Room, and have the competent advice of our decorator. Early American Reproductions of Solid Vermont Maple will give lasting charm to your interiors.

THEY DO NOT GO OUT OF STYLE

Mahogany Finish if You Wish It

NEW YORK SHOW ROOM
444 Madison Avenue at 49th Street

Telephone - PLaza 3-7873

Fireproof STORAGE WAREHOUSES

MOTOR VANS FOR
LOCAL AND LONG
DISTANCE MOVING

Separate Fireproof
Vaults for Storage of
Furniture and General
Household Effects.

Expert Men for pack-
ing china, glassware,
paintings, silverware
and linens.

Furniture and Works
of Art boxed and
shipped to all parts of
the World in Lift Vans
or Cases.

ESTABLISHED

1851

ORIENTAL & DOMESTIC RUGS
Cleaned and Shampooed

MORGAN & BRO.

ARTHUR J. MORGAN, Sole Owner
510-520 W. 21st St.
WA tkins 9-1300

We refer you to the
LONDON TERRACE MANAGEMENT
as to our services