

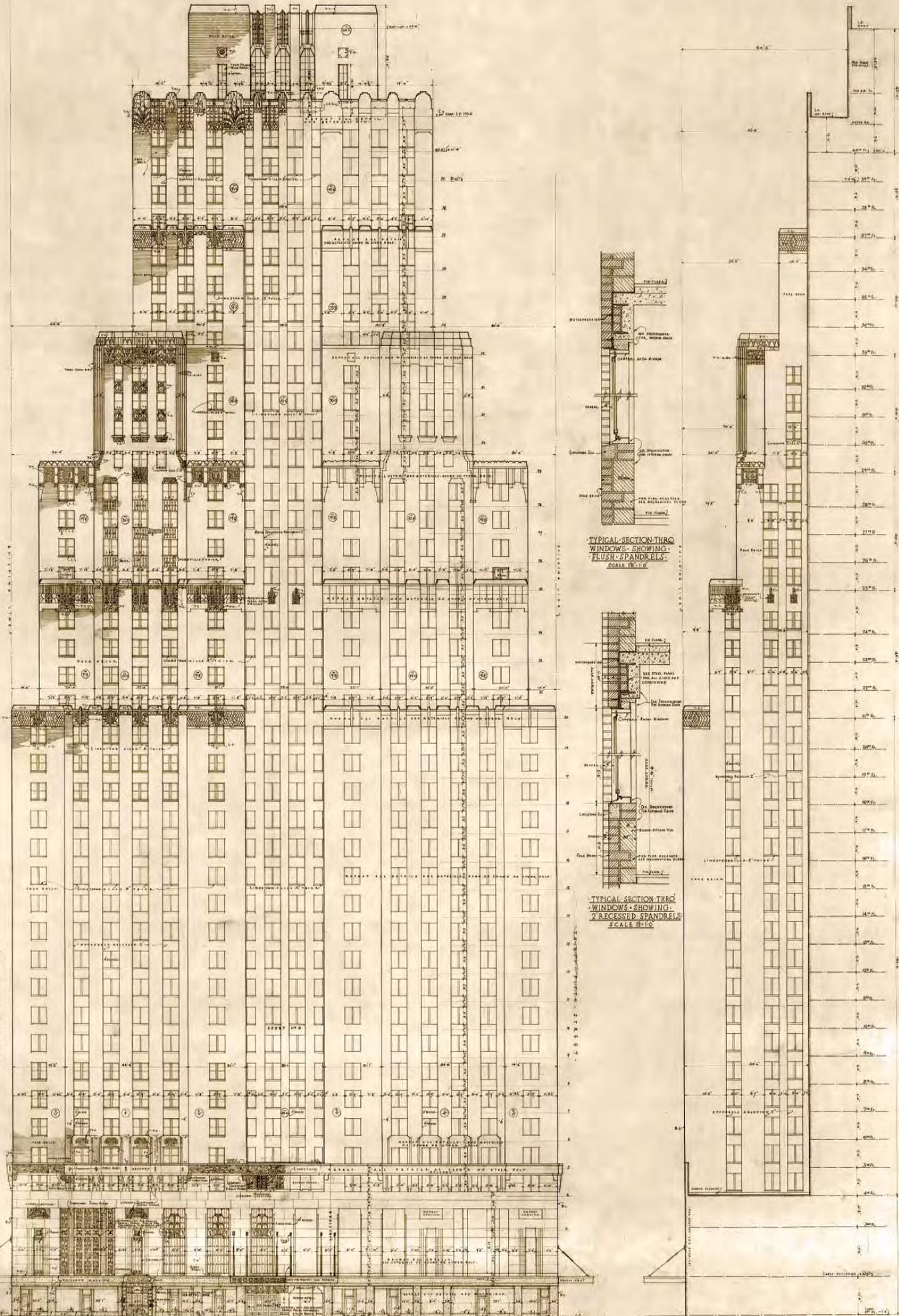
**HANGING
OUT
AT
THE
NEW
YORKER
HOTEL**



THE NEW YORKER
M. WELLS SIDE OF 58 AVENUE CITY
THE NEW YORKER HOTEL, CORP. OWNERS.

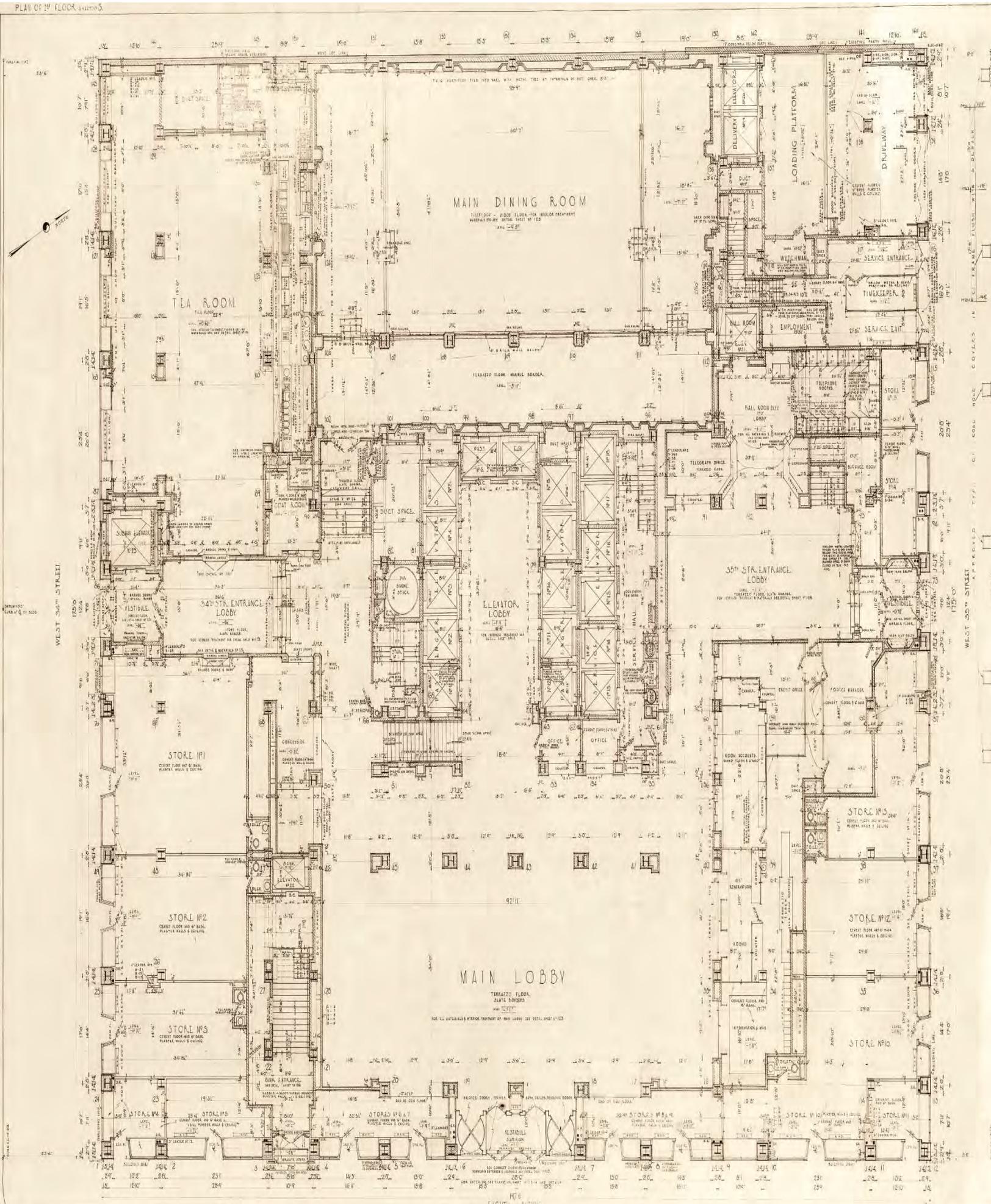
EIGHTH AVENUE
ELEVATION

306
J. J. BURNHAM & CO. ARCHT.
17



EIGHTH AVENUE ELEVATION

CORNER ELEVATION 'E'
ELEVATION 'F' OPPOSITE SIMILAR REVERSED
SEE PLANS TO BE FOR DIMENSIONS AND FOR CORNER ELEVATIONS



MATERIAL LEGEND

GENERAL NOTES

THE NEW YORKER
 36 STORY HOTEL
 WEST SIDE OF 87 AVENUE
 W 34th & 35th STREETS NEW YORK CITY
 THE NEW YORKER HOTEL CO. OWNERS

PLAN OF 1ST FLOOR.
 SCALE 1/8" = 1'-0"

COMM. NO. 306
 DATE: 1925
 DRAWN BY: [Name]
 CHECKED BY: [Name]
 310 MADISON AVE. N.Y.C.



Beulah Gage, a 23 year old waitress at The New Yorker Hotel, was bet \$50 to strap on the window washer's harness and wash a window from the fortieth floor. She was not fazed. She hoped to put the \$50 towards a college education.



The outside of the New Yorker Hotel today.



Here are the guys that likely bet Beulah to go out that window.

Dedication

To be added later.



HOTEL

NEW YORKER

NEW YORKER

THE NEW YORKER HOTEL

48

481

NEW YORKER HOTEL

AI

Corona Trade

Foreword

The work you are viewing is the result of 21 years of urban archeology. To find the pieces to what was the puzzle of *The New Yorker*, my main dig site was mostly EBay. I estimate I visited 23,000 times to “win” some 1,000 items containing 5,000 images plus written information in the text of brochures and captions of hundreds of press photos.

I must acknowledge the generosity of the grandchildren of *The New Yorker*’s first General Manager Ralph Hitz and of the first Head Chef Emil Wiolat for donating their gran-dads’ photo albums.

We also searched for stories in print and through hundreds of pages of materials still in *The New Yorker Hotel*’s archives.

We have tried to stitch the best of these fragments into an eclectic tapestry which informs, but most of all, entertains.

Though I am the author of this work the folks that actually sat at the keyboard and assembled the work with a lot of great ideas and creativity of their own must be acknowledged.

In 2012 Ms. Li Ting Deng rescanned all the materials and then did an excellent job creating a 70% complete first draft in Adobe In-Deign. Work on the book was then suspended and Ms. Deng moved on.

During the next five years I nearly doubled the amount of materials in the archives, and established a well-received *Hotel History Exhibit* in our lower lobby. Stories about *The New Yorker Hotel*’s history have appeared in the *NY Times*, *The New Yorker Magazine*, *AM New York*, the *BBC*, *NHK* (Japan), the *History Channel*, the *Travel Channel*, and many other foreign language outlets.

At the beginning of June 2017, with my retirement one month away, I was asked to finish writing the book. Steven Rebeiro joined the team of two and worked with speed, accuracy and creativity. We went from 70% draft to a printable draft in 30 days.

So why write a book about the history of *The New Yorker Hotel*?

I believe that the story of *The New Yorker* is the story of New York City from the 1930s to present the same way the diary of one soldier is the story of the war.

It is also true that *The New Yorker*’s architecture represents the golden age of New York’s Art-Deco era, and its giant roof sign has been referred to as New York City’s name badge.

Just as the value of artwork is validated by its providence, the experience of a stay or a visit to *The New Yorker Hotel* is enriched by knowing the history of this iconic edifice.

This book is written to enrich the experience of all who grace our portals, guests, visitors, and employees, present and future.

Joe Kinney 01 July 2017

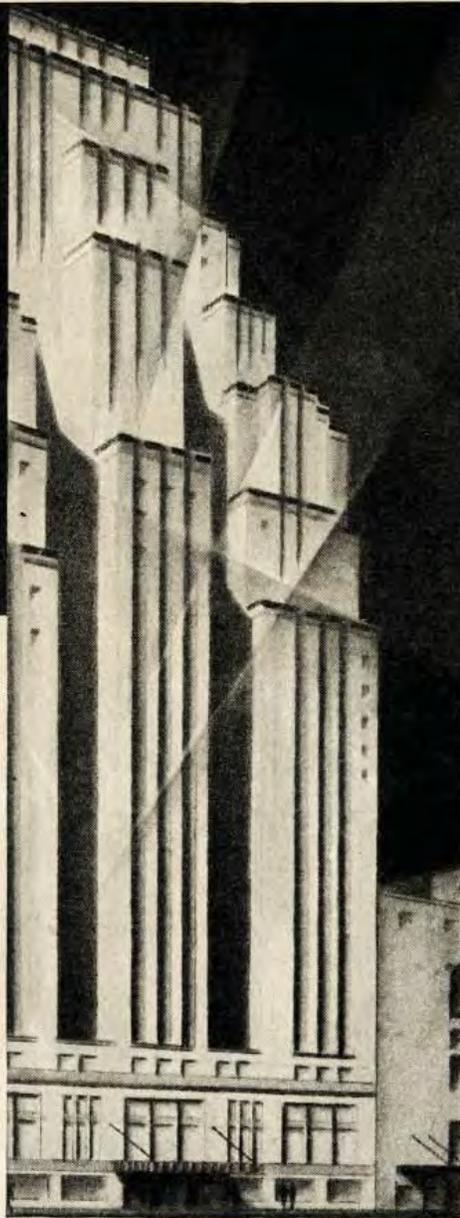
Now Open

Manhattan's Largest and Tallest Hotel

something **NEW**

under the sun?
YES in hotels

The largest hotel in Manhattan and the tallest in the world... in the center of the brilliant whirl of the world's greatest city...the scene of vivid, exciting metropolitan life...43 stories of modern luxury and comfort...with rooms that are models of beauty and convenience...with four restaurants that give the most jaded appetite a new thrill! But more than all this—the New Yorker offers something *decidedly new* in hotels...an individualized service which makes you a *privileged* guest...provides you a friendly, informal hospitality that's refreshingly old-fashioned in spirit, strikingly modern in manner!



Radio in Every Room

(Stromberg Carlson...Magnetic Speaker)

...and each of the New Yorker's 2500 rooms has both tub and shower bath, Servidor, circulating ice water, full length mirrors, French telephones...floor secretaries...direct tunnel connection to the Pennsylvania station...located in the heart of the midtown business district, near the theatres, shops and business...room rates \$3.50 a day and upward. . suites \$11.00 and up . .some suites have sky terraces.



Bernie Cummins and his New Yorkers keep time to lively appetites at dinner and supper in the beautiful Terrace Restaurant...and you enjoy the same fine food and superior service in the Manhattan Room, Fountain Room and Coffee Shop.

THE NEW YORKER HOTEL

34TH STREET AT EIGHTH AVENUE · NEW YORK CITY

RALPH RITZ · MANAGING DIRECTOR

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TIMELINE

1928: The \$22.5 million dollar construction of The New Yorker Hotel begins. The 1.2 million square foot building is set to become the second largest hotel in the world.

1930: The New Yorker Hotel opens its doors. Ralph Hitz is the first General Manager of The New Yorker and subsequently becomes president of the National Hotel Management Company, organized by officers of the Manufacturers Trust Company to operate hotel properties for which it is trustee.

1933: Nikola Tesla moves into rooms 3327 and 3328

1940: Frank L Andrews is promoted from hotel manager, a position he held since 1934, to President and Director of the National Hotel Management Company, due to the sudden passing of Mr. Hitz by a heart attack.

1941: Staff members of The New Yorker Hotel are introduced to Protecto-Ray

1943: Nikola Tesla passes away in his rooms on the 33rd floor.

1948: Frank L. Andrews installs televisions in 100 rooms. The hotel becomes known for having “the greatest number of television sets under one roof.”

Part One

1930s - 1950s

HOTEL
NEW YORKER

1037



Com'on
in



35th & 8th

Prior to 1928, the East side of 8th Avenue between 34th and 35th Streets began with the Manufactures Trust Company on the south corner, the Collegiate Church down 34th St, and the Manhattan Center which still stands. The Collegiate Church, built in 1914, stood for only 14 years. Going north on 8th Avenue there was a machine shop above a dentist office, Saint Remo Spaghetti House, and Penn Clothing.

On the corner of 35th Street was Jacob Ruppert's Hotel Knickerbocker. Ruppert was a pioneer in Major League Baseball. After purchasing the New York Yankees in 1915, Ruppert was responsible for the purchase of Babe Ruth's contract and the building of Yankee Stadium. He has a plaque in the stadium's Monument Park and was inducted posthumously into the National Baseball Hall of Fame in 2013.

One of the other casualties of building The New Yorker Hotel was the Manufacturers Trust Company building. The company demanded that for them to give up the building, The New Yorker had to build its own bank within the hotel and provide the Manufacturers Trust Company with free rent for 50 years. The New Yorker obliged, and they went on with their business rent free until 1980. The bank's vault can be seen below.



An artist's rendering of the original 28 story concept of The New Yorker Hotel.



The New Yorker

Plans for The New Yorker Hotel were filed on March 3, 1928 by Frederic Brown. Brown. This 1.2 million square foot state-of-the-art building was set to become the second largest in America, and arguably the most technically sophisticated hotel in the world.

Construction began in June 1928 and The New Yorker Hotel opened on January 2, 1930. The hotel was 43 stories tall and the final cost was 22.5 million. Mack Kanner was the president, J.C. Sophian was the project manager, H. W. Brooks was the consulting Engineer and P.H. Pisow was the mechanical engineer.

The New Yorker Hotel's construction time only took an astounding 22 months from preliminary planning to completion. Unfortunately, the financial timing was destined to cast a shadow over The New Yorkers financial viability for years. The Stock Market Crash of October 1929 occurred just before the hotel opened and dropped investment values to a level that did not recover until the Second World War.

The Manufacturers Trust Company, which had already demolished its building to help build The New Yorker Hotel in its place, now also held papers over the hotel. They were keeping the doors open at The New Yorker.



Above are the honored guests at The New Yorker Hotel's Pre-Opening Banquet, the brain trust behind the creation of this hotel.



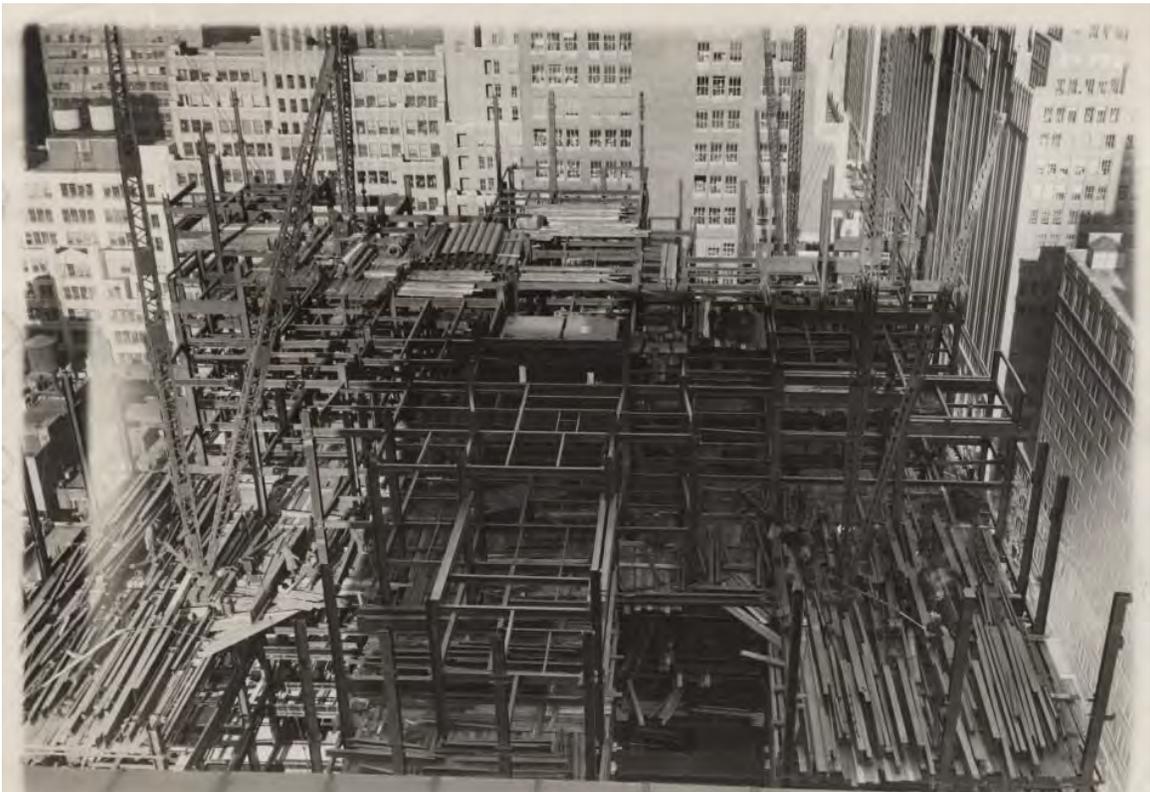
Over 2 million cubic feet of solid rock was excavated on the corner of 34th and 8th. The hotel was set to be 75 feet deep.





Construction workers during the early stages of construction, riding a footing into place. Workers had to venture 80 feet below street level.





The ceremonial driving of the final rivet can be seen above. The hotel was the largest in New York at the time of its completion, and builder of the hotel Mack Kanner got the honors of putting on the bow.



Photo of The New Yorker Hotel on opening night in January 1930, fully illuminated. The lines on the sides are crop marks from the New York Tribune, as the photo is an original copy.

On the right is an excerpt from an issue of Life Magazine featuring an ad for the opening of The New Yorker.



January 17, 1930

Vol. 95 Number 2463

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Efficiency

Since most important business deals are closed across lunch tables now, why hasn't some executive thought of breaking down sales resistance in his office by covering his desk with a linen table cloth and dressing his secretary as a waitress?

We thought we heard a burglar last night, but we listened and there wasn't any burglar music like in the movies, so we went on back to sleep.

Every office needs at least one homely stenographer or a dictionary.

It is true that pedestrians have the right of way, but those who purposely try to take it are few. You could get them all in one ambulance.

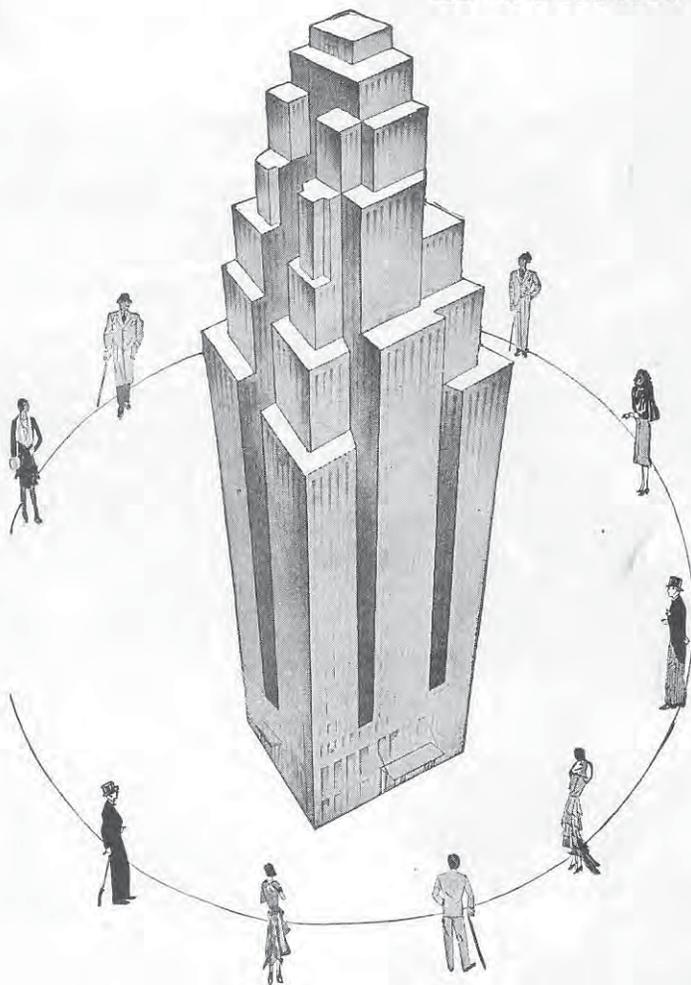


The Editor of the "New Yorker" builds himself a home.

IT HAS BEEN DONE!

...although they said

it couldn't be



"Such a thing in the largest hotel in the metropolis is impossible," they said when they were told of The New Yorker idea in hotel living. But this idea of "individualized service", which creates in modern hotel-living a comfort and ease, a friendly hospitality refreshingly old-fashioned in spirit, has been strikingly successful.

The New Yorker Hotel accomplishes things brilliantly. In forty-three terraced stories that rise from the heart of the city's horizon is a hotel that has become famous overnight.

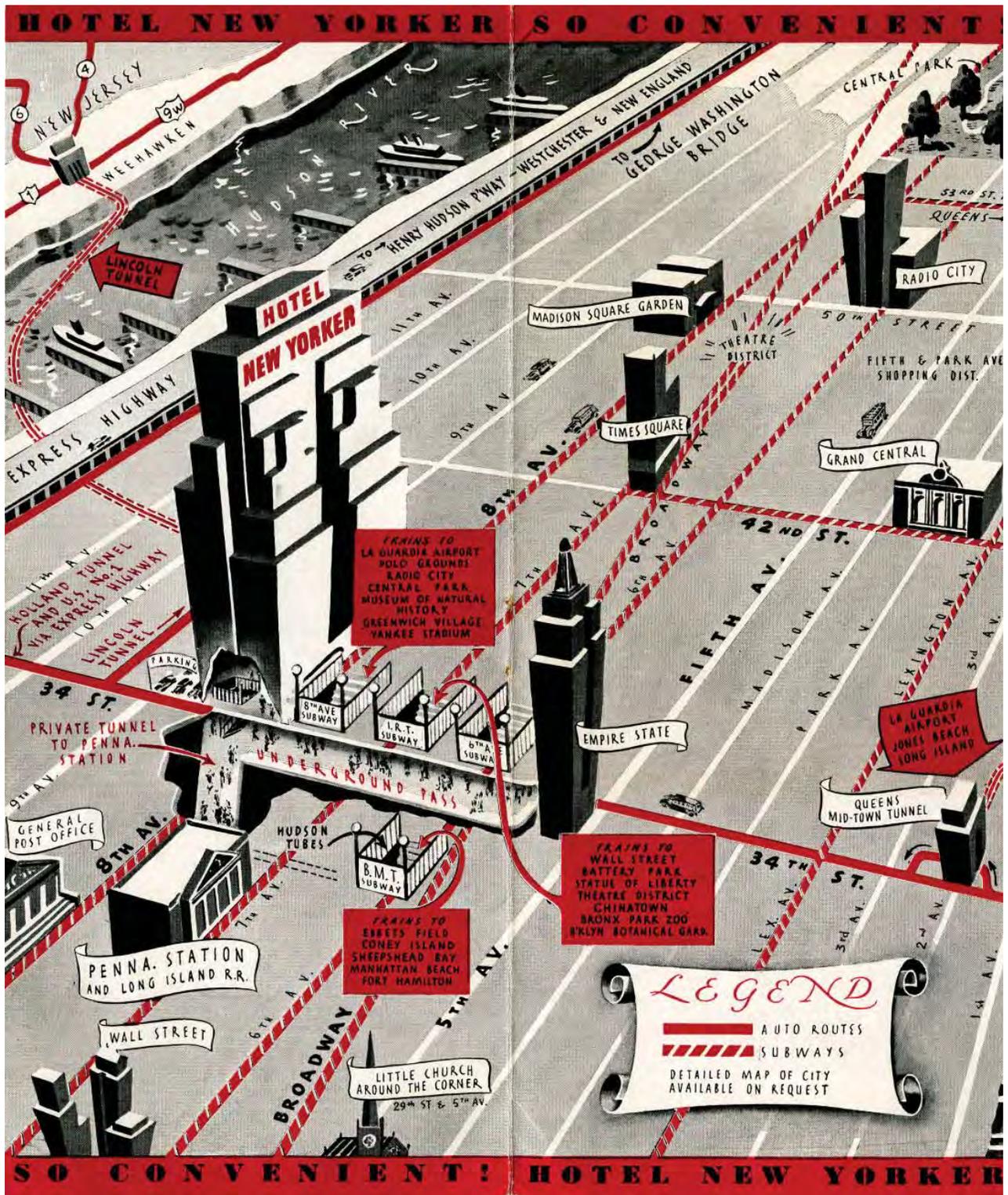
THE NEW YORKER has 2500 rooms... every one with radio with controlled-volume loud-speaker; tub and shower bath, Servidor, circulating ice water... four restaurants... floor secretaries... immediate access to theatres, shops and business... direct tunnel to Penn Station... Room rates, \$3.50 a day and upward; 500 rooms at \$3.50; 500 rooms at \$4; suites, \$11 and up... some with sky terraces.

The New Yorker Bonbonettes are new... delicious. This candy is made from unique French recipes. Send \$2 for a souvenir pound box... prepaid to your home. Bernie Cummins himself leads the New Yorker Orchestra... nightly at dinner and supper in the lovely Terrace restaurant.

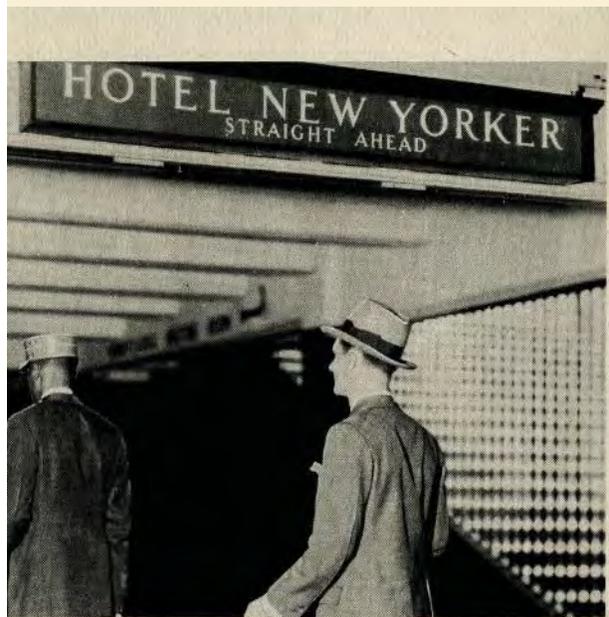
THE NEW YORKER HOTEL

Medallion 1000 RALPH HITZ, *Managing Director*

34TH STREET AND EIGHTH AVENUE, NEW YORK CITY



The New Yorker Hotel's primary source of visitors came from Penn Station. Visitors coming from the railroad had access to an underground tunnel that connected directly from the station to The New Yorker. The tunnel was filled following the controversial demolition of Penn Station, and photos of the tunnel are hard to come by. The entrances to the tunnel and accompanying elevator can still be found in the depths of The New Yorker Hotel.



Private Tunnel from Pennsylvania Station

When you step off your train in the Pennsylvania Station you are within three minutes of the Hotel New Yorker through our own private entrance and tunnel from the station. B. & O. motor coach connections stop at the front door of the hotel and the Grand Central Station is only a brief taxi or subway ride across town.

The New Yorker is 43 stories tall and contains 2500 rooms. Your room is only three minutes from your train through our own private entrance to the Pennsylvania and Long Island stations. This entrance also connects with the New York subway system and when the new Eighth Avenue subway is completed in the fall of 1931 there will be subway entrances at the very doors of the hotel. The motor coaches which make connections with Baltimore and Ohio trains

stop at the front door and the New York terminal for most of the important air and bus lines is a block away.



Private entrance from Pennsylvania Station





Around The New Yorker Hotel today are various artifacts from the Art Deco era, including these stylized carvings on the outside of the hotel. The most notable of these is the original New Yorker logo above, which has been recreated and can be found in the lobby today.



The Staff

A lot has changed about hotels over the years, but one statement has remained true: you're only as good as your staff. The New Yorker Hotel employed over 2,000 employees during this era to cater to the needs of their guests. You couldn't turn the corner without seeing somebody ready to serve.

There were no small parts at The New Yorker Hotel. From the general manager to the bell boy greeting folks in the lobby, everybody had a role in keeping the train rolling.

They had all kinds of employees doing all kinds of tasks. Chefs, barbers, weatherwomen, radio announcers, ice sculptors, tiger stretch operators, midget bellhops that turn into advertising icons. You name it, The New Yorker Hotel probably had it.



Ralph Hitz was the first general manager of The New Yorker Hotel and an icon in the hotel industry. Hitz was the first pace-setting GM of the hotel.

During the first year of operation, Hitz made a decision that the people today would refer to as a “power move.” On a night when the hotel was virtually empty, Hitz ordered that every light be turned on and every curtain opened throughout the hotel. When guests tried to check in, they were told that the hotel had no vacancy and prompted across the street to the rival Pennsylvania Hotel, where rooms were open.

By hand delivering guests to the enemy, Hitz was playing the long con. He created demand by offering no supply. He made The New Yorker Hotel seem like the most exclusive hotel in the city when in reality barely anybody was even there. He crafted his own mystique.

The New Yorker would become one of the most iconic and era defining hotels in New York City thanks to bold moves like this under Ralph Hitz. Sadly, he passed away suddenly after just 10 years of managing the hotel.

During his time at The New Yorker, Hitz was named president of the National Hotel Management Company, organized by officers of the Manufacturers Trust Company to operate hotel properties for which it is trustee. In addition to The New Yorker included: Netherland Plaza in Cincinnati, The Book-Cadillac in Detroit, The Hotel Lexington in New York, The Hotel Van Cleve in Dayton, and the Aldophus in Dallas.



To the left side, Frank L. Andrews and to the right side, Frawley. Ralph Hitz's right hand men.



2



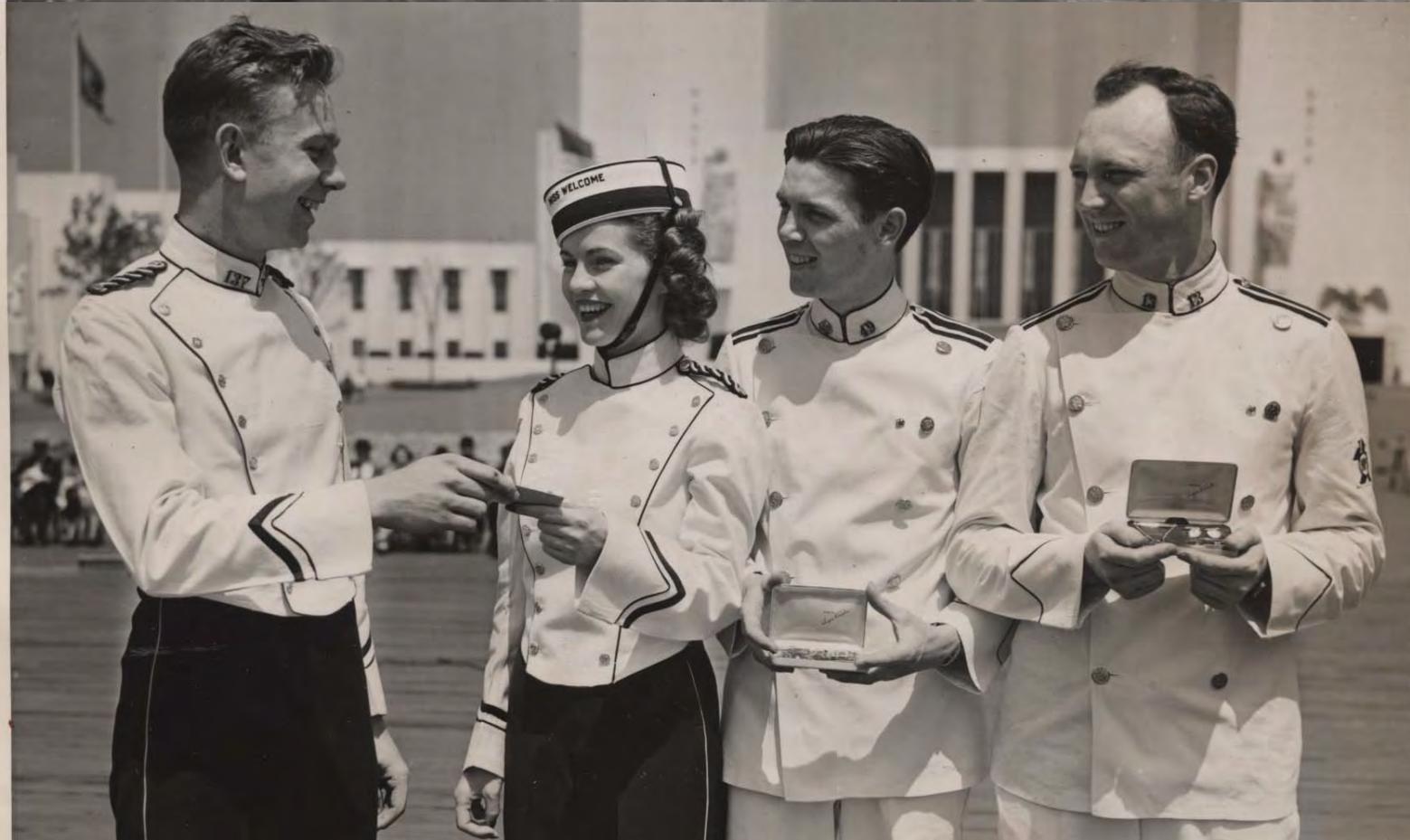


Left is Emerald O'Day, The New Yorker's in house weather girl. Above is an old New Yorker Hotel staff baseball team. Right is Raphael Cafiero cleaning a window. At 92 years of age, Cafiero took the subway to hand deliver his photos to The New Yorker Hotel. Below is Emil Wiolat and his chefs cooking up a storm in the kitchen.





Bellmen at the hotel carrying bags for hotel guests visiting for the 1939 World's Fair. Below, the hotel's bellmen and bellwomen being rewarded with prizes for winning the Baggage Race held in the Court of Peace at the World's Fair.





HALT!



DO NOT DISTURB

HOTEL
NEW YORK



DO NOT DISTURB
KER

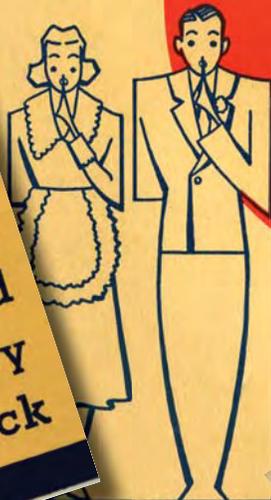


Please
DO NOT DISTURB

MAID



Please have
this room
made up and
in order by
o'clock



PLEASE DO NOT DISTURB

Credit Card
THE HOTEL NEW YORKER
New York
Mr. J. A. Brown,
Missouri Pacific R. R.
St. Louis, Mo. 32375
F. L. ... PRES.

SANITARY CODE

WASH YOUR HANDS AND SCRUB THEM WELL WITH THE BRUSHES PROVIDED -- BEFORE YOU LEAVE THE LOCKER ROOM.

KEEP FINGER NAILS NEATLY TRIMMED AND BRUSH UNDER THEM EVERY TIME YOU WASH YOUR HANDS.

BATHE AT LEAST ONCE DAILY.

BRUSH YOUR TEETH MORNING AND EVENING; HAVE YOUR DENTIST EXAMINE THEM EVERY SIX MONTHS.

WEAR CLEAN UNDERCLOTHING --

CHANGE AT LEAST THREE TIMES WEEKLY.

WASH YOUR HAIR OFTEN AND KEEP IT NEATLY COMBED. WEAR A NET IF NECESSARY.

KEEP YOUR UNIFORM NEAT AND CLEAN.

MAKE SURE THAT ALL BUTTONS, HOOKS AND SNAPS ARE FIRMLY SEWED ON. AVOID SLIPS OR PETTICOATS THAT HANG BELOW YOUR UNIFORM.

KEEP YOUR SHOES NEAT AND THE HEELS STRAIGHT. WEAR RUBBER HEELS FOR COMFORT, NOISE-LESSNESS AND SAFETY.

DON'T USE HIGH-POWERED PERFUME NOR TOO MUCH MAKE-UP.

DON'T WEAR JEWELRY WHILE ON DUTY.

On the left are various signs and cards from The New Yorker during this era. Above is a sanitary code sign that the author personally removed from the wall of the women's locker room. It was up for over sixty years!



Johnny Roventini

Long before there was a Ronald McDonald, and well before Colonel Sanders had ever licked so much as a pinky, Philip Morris had a guy named Johnny. Johnny Roventini was the cheerful 43-inch-tall midget, clad in a bellman's brass-buttoned red jacket and pillbox cap, who cried "Call for Philip Morris!" to the rhythmic strains of Ferde Grofe's Grand Canyon Suite in Philip Morris commercials. In a 41-year career spanning the golden age of radio and the pioneer days of TV, Johnny became, arguably, the first and most famous living trademark of a major American product.

The Johnny saga began in 1933 with an advertising problem: how to create a quality image for a 15 cent pack brand of cigarettes in a market where the then major competition (Camel, Chesterfield, Old Gold) sold for 1H. Inspired by an illustration on an old Philip Morris display piece, advertising agency head Milton Biow conceived a radio campaign that featured a bellboy paging Philip Morris. But instead of hiring an actor to play a bellboy, Biow consulted an employment agency specializing in hotel help, and they immediately recommended Johnny Roventini, "The World's Smallest Bellhop;" of The New Yorker Hotel. "I simply went to The New Yorker, found Johnny, and asked him, quite innocently, to page a Mr. Philip Morris;" said Biow in his autobiography, "He went through the lobby and called. That was the voice!"



Johnny slowly transitioned from his day job at The New Yorker to fulltime announcer and traveling spokesman. He represented Philip Morris at every and any event. Cheerful, gregarious, and ceaselessly energetic, Johnny shook hands, distributed samples, and, inevitably, summoned local bigwigs in the same piercing tone with which he called for Philip Morris.

Johnny mania peaked in the late 1930s when demands for him became so great that Philip Morris decided to create a troop of five regionally located "Johnny Juniors" in bellhop outfits to appear in his place, and later placed Johnny at the center of their sponsorship with a new television show "I Love Lucy." When Phillip Morris transitioned into new brands of filtered cigarettes, Johnny and the Phillip Morris brand were, for lack of a better term, filtered out. Johnny still served as an in person spokesman for the brand until retiring, and lived a peaceful life until his death at age 88.



Art Deco Interior

The period termed “Art Deco” manifested itself roughly between the two world wars, or 1920 to 1939. This period of design and style did not just affect architecture, but all of the fine and applied arts as well. Furniture, sculpture, clothing, jewelry and graphic design were all influenced by the Art Deco style.

Basically, Art Deco was a modernization of many artistic styles and themes from the past. You can easily detect in many examples of Art Deco the influence of Far and Middle Eastern design, Greek and Roman themes, and even Egyptian and Mayan influence. Modern elements included echoing machine and automobile patterns and shapes such as stylized gears and wheels, or natural elements such as sunbursts and flowers.

During the years when Art Deco as a style was in fashion the term Art Deco was not known. Modernistic or Style Moderne was used. The term was coined in the 1960's by Bevis Hillier, a British art critic and historian. The name Art Deco was derived from the 1925 Exposition Internationale des Arts Decoratifs Industriels et Modernes, held in Paris.

The New Yorker Hotel was an icon of the Art Deco era. From the murals in the grand ballroom to the furniture of the bedrooms, there was something majestic about the hotel at the time.

On pages 31-34, you'll see various parts of the hotel during the Art Deco era, including the lobby and its beautiful murals, the barbershop, cafe, beauty salon, and the presidential suite.

Though some of the Art Deco era's jewels have been preserved, much of it - including the murals - was lost during the renovation that would turn The New Yorker's iconic lobby into something that resembled a plastic dollhouse.

The author believes that these murals may still exist, buried deep under the walls placed over it. Hopefully, we can rediscover and restore them someday.



The presidential suite where New Yorker Hotel general manager Ralph Hitz resided.







The New Yorker Hotel's barbershop was the largest in the world at the time.



Demorest



Demarest





HOTEL NEW YORKER
Marks a New Era in Hotel Service
 with
PROTECTO-RAY
BATHROOMS!
 ...they're sealed with Cellophane!

SPECIALY constructed, portable, ultra-violet ray equipment of high intensity renders every one of Hotel New Yorker's 2500 bathrooms thoroughly sanitary—then they are immediately sealed with Cellophane! That seal is an assurance that the bathroom has been kept not only wholesomely fresh and clean—but thoroughly sanitary—for your personal use.

No Charge For This Exclusive Service!

The introduction of Protecto-Rayed Bathrooms reflects the progressive attitude of a truly great hotel that three million Americans consider their New York home. It means you get more for your dollar at Hotel New Yorker than ever before!

J. P. Anderson
 President
 Hotel New Yorker

GENERAL ELECTRIC CO. STATES:
"This machine, which treats bathroom sanitation to new and higher levels, is another milestone in sanitary progress. The G.E. Co. is proud to have been associated with the New Yorker in the development of the Protecto-Ray machine."

Every Protecto-Rayed Bathroom is Sealed with Cellophane!

LABORATORY TESTS have proven the Protecto-Ray machine more than 99% effective when used from 5 to 7 feet. Aided by an automatic timer, it runs for a minimum of 15 minutes. The bathroom is then sealed with Cellophane.

NO WORRY HERE! When you see the Cellophane seal you know your Hotel New Yorker bathroom is thoroughly sanitary—safer than one in your own home! This extra protection costs you nothing!

Hotel NEW YORKER
 34TH STREET AT EIGHTH AVENUE NEW YORK • Frank L. Anderson, President
 2500 Rooms from \$3.50, each with both tub and shower, Servitor and radio. Four popular-priced restaurants.



“Protecto-Ray Bathrooms! they’re sealed with Cellophane!” isn’t exactly a statement that sells a room, but it was actually an innovation in sanitation. After cleaning a room, housekeeping would put cellophane over the toilet, roll in the Protecto-Ray, and leave it on for about 15 minutes while they cleaned the next room. The Protecto-Ray used Ultraviolet Light technology to kill any bacteria in the bathroom, and a variation of the technology is still used in operating rooms today.

The Protecto-Ray was true to its name.
 It was a ray that protected.



Call now...
for the beneficial
T-I-G-E-R S-T-R-E-T-C-H
service to our guests

Now for the first time in any hotel, you may enjoy the benefits of an invigorating morning "workout" in the privacy of your own room!

Simply phone "Tiger Stretch" and we'll send this amazing new body conditioner to your room, with a trained demonstrator to show you its easy operation.

No charge for the first day's use of the apparatus and no fee for the demonstrator's services, of course. After that a nominal rental of 25c per day will be added to your room account.

T-I-G-E-R S-T-R-E-T-C-H



EXCLUSIVE BODY-CONDITIONING SERVICE FOR GUESTS OF THE



HOTEL NEW YORKER • NEW YORK

WRITE "TIGER STRETCH" HOTEL NEW YORKER, FOR FREE LITERATURE



The "T-I-G-E-R S-T-R-E-T-C-H," a spelling that may confuse people into thinking they need to pronounce every single letter in the name, was an innovative piece of body-conditioning technology that was found in The New Yorker Hotel. The machine had people stretching out like a tiger in order to get a full body workout. You could turn your room into the jungle, for as low as 25 cents a day!



"...and all I wanted was a bone..."
- Laddie the dog, 1941

THE DISH OF THE DAY

MONDAY

BOILED BRISKET OF CORNED BEEF
Steamed fresh cabbage and boiled potato
New Yorker corned beef is cut from specially-fed, extra-heavy prime beef and is given an unusually mild, flavory cure. You'll like it!

TUESDAY

FRENCH LAMB STEW
Real French peasant-cooking, this — tender lamb with golden carrots and little white onions, green peas and a bit of tomato, all blended in with a tasty gravy. Better come early on Tuesdays!

WEDNESDAY

BOILED SHORT RIBS OF BEEF
Fresh vegetables and Bouillon potatoes
Selected, American-raised steer beef, simmered slowly for full flavor and melt-in-your-mouth tenderness. A "homey" dish indeed, which is why it's so popular!

THURSDAY

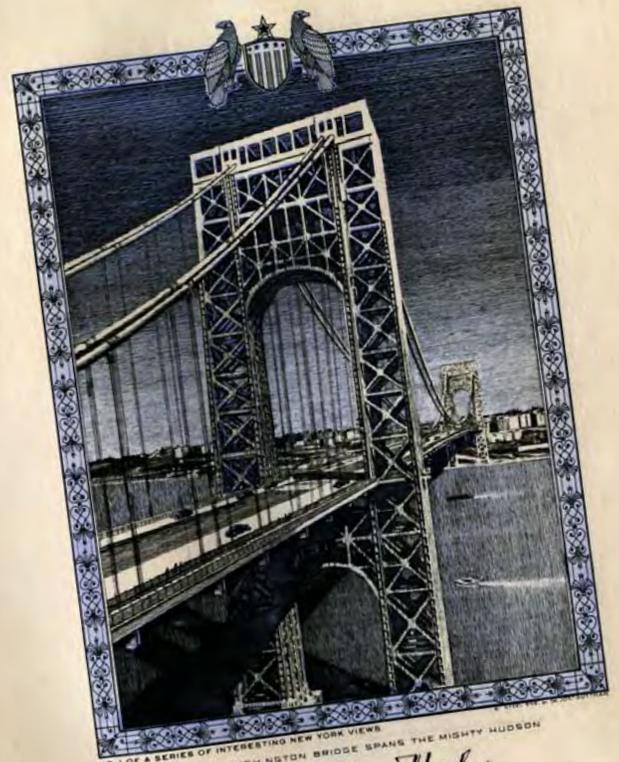
CHICKEN POT PIE, FAMILY STYLE
Light, flaky crust tops off a medley of farm-fresh milk-fed chicken, young onions, baby carrots, peas and potatoes — in a rich, chicken gravy. Just like Sunday dinner back home!

FRIDAY

MIXED SEAFOOD NEWBURG
With snowy boiled rice
Firm, flavory meat of ocean-fresh lobster and crabs, with a deep-sea scallop or two and a brace of dainty shrimps — in a piquant creamy sauce flavored with genuine Sherry wine.

SATURDAY

HUNGARIAN BEEF GOULASH
With home-made buttered spaetzles
Generous chunks of choice beef, cut from fresh — not pre-cooked — "rounds," served up in waves of delicious brown gravy, made savory with spices



NO. 1 OF A SERIES OF INTERESTING NEW YORK VIEWS
GEORGE WASHINGTON BRIDGE SPANS THE MIGHTY HUDSON

Hotel New Yorker

- Orange Juice, 25 double, 40
Grapefruit Juice, 25 double, 40
Clam Juice, 25 double, 40
- SOUPS**
Bisque of Oysters, Croutons, 25 Cup, 20
Consomme Celestine, 25 Cup, 20
Puree of Split Peas, 25 Cream of Tomato, 30
Oyster or Clam Stew with Milk, 50
Half and Half, 60 with Cream, 70
COLD—Jellied Madrilene,
Jellied Gumbo, Jellied Chicken, 25
- FROM THE CHARCOAL BROILER TO ORDER**
Lamb Kidney en Brochette, 65
Broiled Fresh Mushrooms, 75
Sirloin Steak (per person) 2.15
Tenderloin Steak (per person), 1.90
Irish or Canadian Bacon, 60
Lamb Chop (1), 60 Ham Steak, 1.00
- FRESH VEGETABLES & POTATOES**
New Peas in Butter, 35 New Lima Beans, 35
Oyster Bay Asparagus, 60 Cauliflower, 35
Broccoli, 35 Artichoke, 30
String Beans au Gratin, 30
New Bermuda Potato, 20 Baked Potato, 25
French Fried Potatoes, 25
New Brussels Sprouts, 35 Corn on the Cob, 20
- SALADS**
With choice of Thousand Island, Mayonnaise, French or Russian dressing
Maurice, 70 Chef's, 40
Fresh Vegetable, 55 Hearts of Lettuce, 30
Chicken, 1.15 All White Meat, 1.40
Lobster, 1.50 Crabmeat, 1.15
Shrimp, 80 French Bowl, 40 Combination, 35
Fresh Fruit, 50 Sliced Tomatoes, 30
Romaine Salad, 35
Wine Vinegar Dressing, 15c extra
Raquetart Cheese Dressing, 15c extra
Special Diet Dressing, 15c extra
(Lemon Juice, mineral oil, Veg-O-Salt, paprika, Worcestershire Sauce)
- Bread and Butter 10¢ per person on all dishes a la carte
- IMPORTED CHAMPAGNE—BY THE GLASS OR AS A COCKTAIL 75¢**

MANHATTAN ROOM
HOTEL NEW YORKER, NEW YORK CITY
FRANK L. ANDREWS, President

35c
CUBAN RUM
FRESH GRAPES
FRESH FRUIT LIME JUICE
SUGAR

**Planked Steak
Dinner \$2.50**

Our Club Dinner with a choice Planked Steak as the entree

★
Section and Veg-O-Salt served upon request
The Manhattan Room is under the supervision of Mr. Joseph A. Petrain
Not responsible for personal property unless checked at Coat Room near entrance.
Sping is not permitted in the Manhattan Room
Please notify Head Waiter if you expect a telephone call
Alcoholic beverages will not be served to minors

Friday, October 18, 1940

THE HOTEL NEW YORKER OPERATES ALL RESTAURANTS AT LA GUARDIA AIRPORT

WELCOME
NATIONAL AUTO SHOW
GRAND CENTRAL PALACE
OCTOBER 12-20, 1940

Club Dinners

SERVED FROM 5:30 P. M. TO 9:00 P. M. PLEASE DO NOT REQUEST SUBSTITUTIONS

- | | | |
|---------------------------------|-------------------|-------------------------|
| Fruit Supreme with Melon Balls | Canape of Seafood | Salmon Salad Parisienne |
| Clam Juice | Tomato Juice | Pure Sweet Apple Juice |
| Bisque of Oysters with Croutons | | Consomme Celestine |
| Pascal Celery | Radishes | Olives |

NEW YORK WORLD'S FAIR SPECIAL—Lobster West Indian
Style as Prepared in the Hotel Tivoli, Ancon,
(Boiled lobster meat, seasoned with spices and braised in butter and sherry wine; finished by baking in shell)

Broiled Striped Bass Africaine, Grilled Banana, Sharp Sauce	1.25	.80
Swordfish Steak, Sauté Belle Meuniere, Tomato	1.50	1.00
Broiled Calf's Sweetbread with Egg Plant Steak, Mushroom	1.65	1.10
Braised Fresh Loin of Pork, Apple Sauce	1.50	1.00
Curry of Spring Lamb, Julienne of Pineapple, Rice Pilaw	1.25	.80
Roasted Philadelphia Capon, Fresh Cranberry Compote	1.75	1.15
Roast Prime Ribs of Beef, Natural Gravy	1.75	1.15
Fresh Vegetable Dinner, Steamed in Glass, Poached Egg	1.25	.75
Cold—Combination Seafood Platter: Half lobster, shrimps, clams, crabmeat, potato salad	1.50	1.00
Assorted Cold Cuts, Home-made Chicken Liver Paste, Health Salad	1.50	1.00

FRESH VEGETABLES

- (Choice of One Vegetable and Potato)
- | | | |
|-------------------------|------------------|------------------------------|
| Cauliflower au Gratin | Mashed Rutabaga | Corn and Lima Beans |
| Champs Elysees Potatoes | Mocaire Potatoes | Parisienne Potatoes Rissolee |
- Lettuce and Cucumber Salad, French Dressing

Chatterbox Pudding

- | | |
|--|--------------------------------|
| Cheese Cake New Yorker | Chocolate Nut Pudding |
| Open Prune Pie, Whipped Cream | Pannequet with Currant Jelly |
| Lemon Meringue Pie | Spumani, Saboyan Sauce |
| Cream of Mint Sherbet | Fruit Compote |
| Chocolate, Vanilla or Strawberry Ice Cream | Choice of Cheese with Crackers |
- ALL NEW YORKER DESSERTS HOME-MADE IN OUR OWN KITCHENS

Coffee, Tea or Milk
WE SERVE ONLY BOTTLED GOLDEN GUERNSEY CERTIFIED MILK
★
Select Steak Sandwich on French Bread a L'Aurora Borealis, 90¢
★

Huntsman Specials (TO ORDER)

- | | |
|--|------|
| Civet of Belgian Hare with Mushrooms, Onions, Salt Pork, Noodles | 1.15 |
| Broiled South American Quail on Toast, Sauffle Potatoes, Spiced Cucumbers, Currant Jelly | 1.40 |
| Roast Imported Baby Partridge, on Stuffed Canape, Wild Rice | 1.40 |
- (Including Bread and Butter)

The Restaurants

When you travel around the country, each new city will contain so many new restaurants and food options for you to try. So why does every hotel have restaurants, and why do so many of us love to eat at them?

Some hotel restaurants are generic, quick, and easy, and those do have a place. But a good hotel restaurant stands out. It's different. It embodies the food of the city. And most importantly, you forget for a time that you're eating at the same place you're sleeping in. Having a fantastic dining experience without having to leave the hotel is an iconic American experience.

The New Yorker Hotel featured four restaurants during this period: the Manhattan Room, the Empire Tea Room, and the Coffee Shop. Details of these restaurants can be found on the following page. Later, we'll tell you about the Terrace Room restaurant, a completely different kind of experience.

The New Yorker Hotel was a premier spot for food in New York City. They had world famous in house restaurants, popular room service, and even catered for places like LaGuardia Airport.

The TERRACE RESTAURANT

BEFORE DINNER

April Showers40
(Apple brandy, lemon, lime, sugar)	
Bacardi Cocktail45
(Lime, grenadine, rum)	
British Guiana Cocktail45
(Demerara rum, lime, sugar)	
Bronx Cocktail40
(Orange, French and Italian vermouth, gin)	
Clover Leaf Cocktail50
(Egg-white, lime, grenadine, gin)	
Dubonnet Cocktail40
(Orange bitters, Dubonnet, gin, slice of orange)	
Fresco Cocktail45
(Cuban rum, fresh pineapple, fresh lime, sugar)	
Frosted Daiquiri, West Indies Style50
(Cuban rum, lime, sugar)	
Gibson Cocktail35
(French vermouth, dry gin, lemon peel)	
Manhattan Cocktail40
(Orange bitters, Italian vermouth, rye whiskey, cherry)	
Martini Cocktail35
(French vermouth, gin, green olive)	
New Yorker Special50
(Grand Marnier, Bacardi, lime)	
Orange Blossom Cocktail45
(Orange flower and juice, dry-gin)	

PICK-UPS

BOO SNOOKER50
A soul-warming drink with a hearty hand-clasp and a sunny smile, based on Bourbon Whiskey.	
Old Fashioned Cocktail45
(Sugar, fruits, Angostura bitters, whiskey)	
Whiskey Sour50
(Lemon juice, sugar, whiskey, sliced fruit)	

Planters Punch60
(Lemon juice, sugar, port, Jamaica rum, sliced fruit)	
Sherry Flip50
(Egg, sugar, sherry)	
Whiskey Punch55
(Rye, Curacao, lemon, fruits)	

LONG DRINKS

Bacardi Collins65
(Bacardi, lemon, sugar, soda)	
Cola Collins55
(Dry gin, lime, Coca Cola)	
Mamie Taylor60
(Scotch, lime, ginger ale)	
Panama Collins50
(Apple brandy, lemon, lime, soda)	

AFTER DINNER

Alexander60
(Brandy, creme de cacao, cream)	
Maiden Dream45
(Creme de cacao, cream)	
Romance60
(Bacardi, Chartreux, lime)	
Side Car60
(Lemon juice, brandy, cointreau)	

WINE—per glass

Sherry, Domestic35	Imported50
Port, Domestic35	Imported50
Madeira40	Imported55
Claret, Domestic40	Imported50
Sauternes, Domestic40	Imported50
California, Tokay35		
Rhine Wine, Domestic40	Imported50

DOMESTIC BOTTLED BEER

Bottle

CHAMPAGNES Imported and

IMPORTED CHAMPAGNES

15 G. H. Mumm's Cordon Rouge, 1928, Tres Sec	5
35 G. H. Mumm's Extra Dry, Magnum \$11 Split 1.50	5
10 Clicquot Veuve, Dry, 1926	Magnum 12.00
11 Clicquot Veuve, Dry, 1928	6
11 Pommery & Greno, Nature, 1928	6
12 Cliquot Veuve Ponsardin, 1926, Dry England ...	7
From H. Parrot & Co., London, England	
13 Delbeck's Extra Dry, 1926	4
16 Moet & Chandon, Imperial Crown, 1921	8
18 Moet & Chandon, Imperial Crown, 1923	7
19 Moet & Chandon, Imperial Crown, Brut, 1911.....	12
Due to its rare old age, this wine is kept at cellar temperature. It will be toed on request.	
22 Ayala, 1928, Extra Dry, English Cuvee	5
25 Charles Heidsieck, 1926, Extra Dry	6
26 Bollinger	5
27 Clicquot Veuve, Yellow Label	5
28 Heidsieck, Dry Monopole, Brut	4
31 Krug & Cie, Private Cuvee	
32 Moet & Chandon, White Seal, Very Dry, 1928,	
Magnum \$7.50	

The next two pages feature photos and real descriptions taken directly from the “Vertical Village” brochure published in 1930 to promote the opening of The New Yorker Hotel.

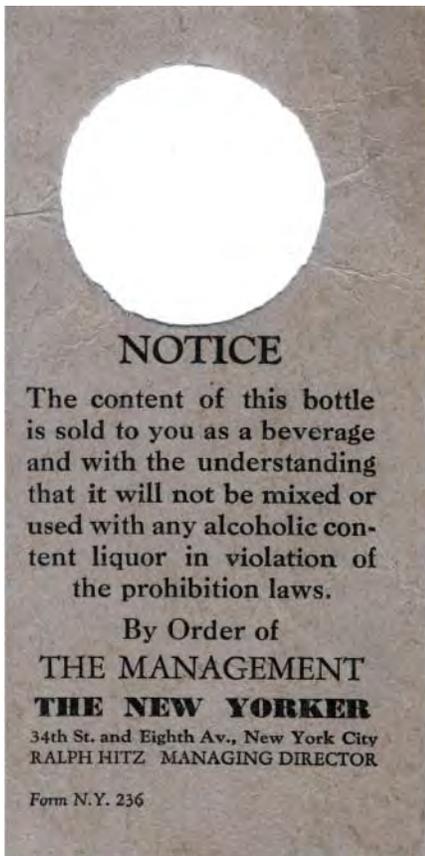


The Manhattan Room is a delightfully informal restaurant, opening off the main lobby, where the matchless quality of the food is equalled only by the swift, unobtrusive service. Here, also, you find that elusive modern note characteristic of The New Yorker. The walls are built of Persian Walnut, inlaid with solid bronze, and the windows, facing Thirty-fourth street, are notable for the exquisite craftsmanship of their carved glass. Prices are reasonable with club dinners at \$1.50 to \$2.00 and luncheons at 75 cents to \$1.25.

In the Empire Tea Room there is all the grace and charm of France under the Napoleonic era which inspired its green and gold decorations. Bright-faced girls in quaint French provincial costumes serve you breakfast, luncheon, dinner or supper. Here there is a soda fountain and here, too, is The New Yorker Candy Shop where you will find New Yorker Bonbonettes, the delicious new French candies. Food prices are reasonable - breakfast 35 cents and up; luncheon 75 cents; dinner one dollar; supper a la carte.



Quick counter service is provided for you in the Coffee Shop, located in the lower lobby. It is open until nine o'clock each night. Breakfast is a la carte; luncheon is 60 cents and dinner is 90 cents. In the Coffee Shop the food is served in all the delicious variety of the other three restaurants, for regardless of what you payor in what restaurant you dine at The New Yorker you are assured of the same high quality and wholesome flavor. The Coffee Shop has an entrance to Eighth Avenue as well as a lobby entrance.



When The New Yorker Hotel opened, prohibition laws were still in place in the United States. On the left is a beverage tag attached to certain drinks provided by the hotel, warning guests that it is illegal to use the drink in an alcoholic beverage.

Above is "A Welcome to Beer" hosted by the N.Y. Tobacco Table following the re-legalization of brewing beer post prohibition in 1933. Brewers had only been permitted to brew beer with 4.0% alcohol by volume until the full repeal at the end of the year.

Alcohol would soon be provided everywhere at The New Yorker Hotel. To the right is world famous bartender Jose Cuervo serving up some drinks in the hotel bar. No, he did not invent Jose Cuervo and no, he probably isn't serving Jose Cuervo either.



V

COCKTAIL

DRINK A TOAST
TO VICTORY!

45c

Scotch Whisky • Sugar
Fresh Plum Juice



THE MUSICAL "V" FROM
BEETHOVEN'S 9th SYMPHONY

● ● ● ———

THE SIGNALER'S "V" IN
MORSE CODE

AVIATION TERRACE
LA GUARDIA FIELD, NEW YORK



WAI-WAI COCKTAIL

(Demerara Rum with
Cointreau and lemon)

25c



HAWAIIAN SOUR

(Cuban Rum with fresh
pineapple, lime, fruits)

30c

 THE COFFEE SHOP

HOTEL NEW YORKER

POPULAR MIXED DRINKS

cocktails

Old Fashioned Cocktail .. .65 (Whiskey, sugar, Angostura bitters, fruits)	Manhattan Cocktail55 (Rye whiskey, vermouth, cherry)
Daiquiri Cocktail60 (Cuban rum, lime, sugar)	Dry Martini Cocktail..... .55 (Dry gin, French vermouth, olive)
Bacardi Cocktail60 (Bacardi, lime, Grenadine)	Clover Club Cocktail65 (Dry gin, lemon juice, grenadine, egg-white)

pick - ups

Suisseuse95 (Absinthe, anisette, egg-white)	Boo Snooker70 (A soul-warming drink, based on Bourbon whiskey)
Whiskey Sour65 (Rye, lemon, sugar, fruits)	Silver Fizz70 (Dry gin, lemon, sugar, egg-white)
Champagne, Cocktail or Glass..... .95 Imported 1.80	Brandy Milk Punch..... .80 (Brandy, milk, sugar)

long drinks

Sloe Gin Fizz..... .60 (Sloe gin, Grenadine, lemon juice)	Jersey Sling65 (Apple brandy, port, Grenadine, cherry cordial, lemon, fruits)
Rum Collins70 (Rum, lemon, sugar, soda)	Planters Punch70 (Jamaica rum, lemon, port, fruit)
Cuba Libre70 (Cuban rum, lime, bottle Coca-Cola)	Tom Collins65 (Gin, lemon juice, sugar, carbonic)

beer and ale

Budweiser, National Premium, Schlitz, Blatz or Trommer's White Label Beerbottle .40
Pabst Blue Ribbon Beerbottle .40
Rheingold, Ruppert's or Schaefer's Beer.....bottle .35
Ballantine or Rheingold's Ale.....bottle .40

HOTEL NEW YORKER

34th STREET AT 8th AVENUE NEW YORK CITY, N. Y.

Various liquor menus from The New Yorker Hotel post prohibition. On the right is a room service drink menu and on the far right is the cover of a wine list from the hotel, featuring what appears to be some frequently asked questions.

We aren't exactly sure what a "Boo Snooker" is either.

On the following pages are various menus from restaurants at the hotel.

WHAT IS YOUR FAVORITE

Drink

?

- 1** In what way does Boo Snooker differ from most drinks?
- 2** What is the origin of the word "gin?"
- 3** What type of wine should be served with a light supper?
- 4** What does "% Proof" mean, referring to liquors?
- 5** What is Sherry?
- 6** With roast meat, what is the proper wine accompaniment?
- 7** Why does Scotch Whisky have that "smoky" flavor?
- 8** What kind of wine goes best with dessert?
- 9** What is the meaning of the word "sec?"
- 10** Is it correct to serve only one wine throughout a meal?

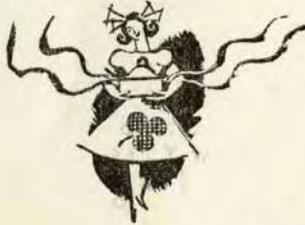
?

Wine List

THE DISH OF THE DAY



MONDAY



BOILED BRISKET OF CORNED BEEF Steamed fresh cabbage and boiled potato

New Yorker corned beef is cut from specially-fed, extra-heavy prime beef and is given an unusually mild, flavory cure. You'll like it!

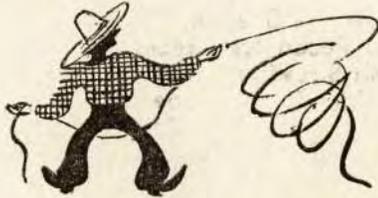
TUESDAY



FRENCH LAMB STEW

Real French peasant-cooking, this — tender lamb with golden carrots and little white onions; green peas and a bit of tomato, all blended in with a tasty gravy. Better come early on Tuesdays!

WEDNESDAY



BOILED SHORT RIBS OF BEEF Fresh vegetables and Bouillon potatoes

Selected, American-raised steer beef, simmered slowly for full flavor and melt-in-your-mouth tenderness. A "homey" dish indeed, which is why it's so popular!

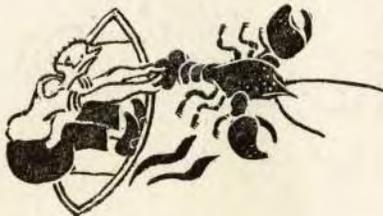
THURSDAY



CHICKEN POT PIE, FAMILY STYLE

Light, flaky crust tops off a medley of farm-fresh milk-fed chicken, young onions, baby carrots, peas and potatoes — in a rich, chicken gravy. Just like Sunday dinner back home!

FRIDAY



MIXED SEAFOOD NEWBURG With snowy boiled rice

Firm, flavory meat of ocean-fresh lobster and crabs, with a deep-sea scallop or two and a brace of dainty shrimps — in a piquant creamy sauce flavored with genuine Sherry wine.

SATURDAY



HUNGARIAN BEEF GOULASH With home-made buttered spaetzles

Generous chunks of choice beef, cut from fresh —not pre-cooked—"rounds," served up in waves of delicious brown gravy, made savory with spices

AMERICANA



PALE GOLD FROM THE CHURN



APPETIZERS AND SOUPS

(15c additional with these Luncheons)

- Half Grapefruit
- Clam Juice
- Manhattan Clam Chowder
- COLD—Jellied Madrilene, Gumbo or Chicken Broth
- Egg and Alligator Pear Vinaigrette
- Assorted Hors d'Oeuvres
- V-8 Vegetable Juice Cocktail
- Celery Broth with Rice

COCKTAIL

- SHERRY MARTINI, .30**
- DRY GIN • DRY SHER**

CLUB LUNCHEONS

SERVED FROM 11:30 A. M. TO 2:30 P. M. PLEASE DO NOT REQUEST SUBSTITUTIONS

Relishes and Preserves — Hot Biscuits, Rolls, Muffins, Toasted Ry-Krisp

TODAY'S NEW YORKER SPECIALTY—★ Mixed Seafood
Newburg, Steamed Rice and New Peas

	With Dessert & Beverage	Entree Only
Broiled Codfish Steak, Maitre d'Hotel, Carrots Vichy, Saute Potatoes85	.65
Poached Eggs au Gratin Florentine, Plain Spinach, Potato Border	95	.75
Broiled Salisbury Steak, Onion Sauce, Whipped Potatoes, String Beans	1.10	.85
Escalopine of Veal Saute Portugaise, Hash Brown Potatoes, Lima Beans	1.25	90
Irish Lamb Stew, Small Onions, Potatoes, Dumpling	1.00	.80
Braised Loin of Pork, Red Cabbage, Boiled Bermuda Potatoes ..	1 10	.85
Casserole of Creamed Macaroni, Sliced Mushrooms au Gratin ..	95	75
Fresh Vegetable Luncheon, Steamed in Glass, Grilled Tomato85	.65

SALAD BOWL 70c

Fresh Vegetable Salad with Mustard Dressing, Sliced Tomatoes, Hard Boiled Egg, Finger Sandwich, Bread and Butter, Coffee, Tea or Milk

REFRESHING COLD BUFFET

Hard Boiled Eggs Norwegian in Croustade with Shrimps and Anchovy Salad	95	.75
Kennebec Salmon Steak, Mayonnaise Dressing, Fresh Vegetable Salad	1.00	.80
Fresh Pig's Knuckle in Jelly, Salad Nicoise	1 10	.85
Stuffed Tomato with Cottage Cheese and Pimento, Devilled Ham Sandwich85	.65
Health Salad: (Julienne of raw vegetables with sardines, cottage cheese, mayonnaise)	90	.70
Roast Larded Tenderloin of Beef with Mustard Pickle, Chef's Salad	1.25	90

DESSERTS

- Fruit Slice
- Strawberry Tarte
- Cabinet Pudding, Fruit Sauce
- Orange Sherbet
- Chocolate, Vanilla or Coffee Ice Cream
- Chatterbox Pudding
- Cheese Cake New Yorker
- Blueberry Pie
- Stewed Apples
- Choice of Cheese with Crackers

Coffee, Tea or Milk

WE SERVE ONLY BOTTLED GOLDEN GUERNSEY CERTIFIED MILK

★ THE CHEF'S SUGGESTIONS

(Cooked to order — Bread and Butter included)

Baked Cherrystone Clams Casino65
Calf's Liver Saute with Shallots, White Wine, Whipped Potatoes, Plain Spinach.....	.80
Minced Chicken a la King with Waffles, Buttered New Peas85

★ ROAST PRIME RIB OF BEEF, a la carte, \$1.10

Served with Yorkshire Pudding



It's 400 in 1 This Year

BUSINESS AND EMPLOYEE GROUP DOLLARS FOR THE GREATER NEW YORK FUND

Help Support 400 Health Welfare Services that Nobody can afford to Keep Going

GIVE TO THE GREATER NEW YORK FUNDS

Friday, May 23, 1941

A LA CARTE

CLAMS & APPETIZERS

Little Neck Clams, 40 Cherrystone Clams, 45
 Crabmeat Cocktail, 80 Shrimp Cocktail, 60
 Fresh Fruit Cocktail, 50 Hearts of Celery, 35
 Tomato Juice, 30 double, 45
 Grapefruit Juice, 30 double, 45
 Orange Juice, 30 double, 45
 Clam Juice, 30 double, 45
 V-8 Vegetable Cocktail Juice, 30 double, 45

SOUPS

Celery Broth with Rice, 25 Cup, 20
 Manhattan Clam Chowder, 25 Cup, 20
 Puree of Split Peas, 25 Cream of Tomato, 30
 Clam Stew with Milk, 55
 Half and Half, 65 with Cream, 75
COLD—Jellied Madrilene, Gumbo or
 Chicken Broth, 25

SANDWICHES

Tongue, 45 Chicken, 50 Ham, 35
 Toasted Ham and Cheese, 50
 Swiss Cheese, 40 Chicken Salad, 50 Club, 70
 Nut Bread with Cream Cheese, 30
 Date and Nut Bread with Jelly, 30

FRESH VEGETABLES & POTATOES

New Peas in Butter, 40 New Lima Beans, 40
 Oyster Bay Asparagus, 70 Cauliflower, 40
 Broccoli, 40 Artichoke, 35
 Fresh Asparagus, Hollandaise Sauce, 60
 String Beans au Gratin, 35
 New Bermuda Potato, 25 Baked Potato, 30
 French Fried Potatoes, 30

SALADS

With choice of Thousand Island, Mayonnaise, French or Russian dressing
 Maurice, 80 Chef's, 45
 Fresh Vegetable, 60 Hearts of Lettuce, 35
 Chicken, 1.25 All White Meat, 1.50
 Lobster, 1.60 Crabmeat, 1.25
 Shrimp, 90 French Bowl, 45 Combination, 40
 Fresh Fruit, 55 Sliced Tomatoes, 35
 Bib Lettuce, 45 Romaine, 40

Imported Blue Cheese Dressing 15c extra
 Wine Vinegar Dressing 15c extra
 Special Diet Dressing 15c extra

(Lemon juice, mineral oil, Veg-O-Salt, paprika, Worcestershire Sauce)

Bread and Butter 10c per person on all dishes a la carte

FRUITS IN SEASON

Stewed Fresh Fruits (apples, pear or rhubarb), 45
 Fresh Pineapple, 40 Half Grapefruit, 30
 Pink Grapefruit, 30 Raw Apple, 20
 Baked Apple, 25 with Cream, 35
 Fresh Strawberries with Cream, 45
 Tokay or Malaga Grapes, 40
 Honeydew Melon, 50

DESSERTS

Puff Surprise, 35
 Strawberry Tarte, 30
 Cheese Cake New Yorker, 30
 Cabinet Pudding with Fruit Sauce, 30
 Chatterbox Pudding, 30 Petits Fours, 30
 French Pastry, 25 Danish Pastry, 20
 Rice Pudding, 20 Cup Custard, 25
 Old Fashioned Strawberry Shortcake, 40

HOME-MADE PIES

Blueberry Pie, 30
 Chocolate Cream Pie, 30
 New Green Apple Pie, 25 a la Mode, 35
 Strawberry and Rhubarb Deep Dish Pie, 40

ICE CREAMS

Orange Sherbet, 25
 Butter Pecan Ice Cream, 30
 Vanilla, Fresh Strawberry or Chocolate, 30
 Coffee or Pistachio, 30 Coupe St. Jacques, 40
 Frozen Fudge, 40 Baked Alaska, 65
 Strawberry Melba, 40 Rum and Raisin, 30

CHEESE

Imported Roquefort Cheese, 40
 Imported Blue Cheese or Camembert, 35
 American, 30 Edam, 35 Liederkranz, 30
 Brie, 35 Switzerland Swiss, 35
 Cream, 25 with Bar le Duc Jelly, 40
 Hickory Smoked Cheese, 40

BEVERAGES

Iced Coffee or Tea, 25
 Cafe Diable, 75 Coffee or Tea (pot), 25
 Buttermilk, 20 Sanka Coffee, 30
 Demi Tasse, 15 Postum or Kaffee Hag, 30
 Golden Guernsey Certified Milk, 20
 Acidophilus Milk, 35

TERRACE ROOM

HOTEL NEW YORKER, NEW YORK CITY

FRANK L. ANDREWS, PRESIDENT





To market,
to market,
in leisurely
tropic isles

Dining Through the Ages

ON A ROMAN HOLIDAY . . .
 "Shall I dine or
 Be dined upon?"
 Was oft the fighter's mood.

The gladiator
 Fought for fame;
 The lion fought for food;



Catherine
Doherty

BLOW HOT ~ BLOW COLD

Do you remember how the Man breathed on his freezing fingers to WARM them—and later

MEATS & APPETIZERS Little Neck Clams, 25
 1.70 Lynnhaven Oysters, 45 Blue Point Oysters, 35 Fresh Fruit Cocktail, 50
 Celery, 30 Cape Cod Oysters, 40 Tomato Juice, 25 Double, 40
 2.5 Double, 40 Orange Juice, 25 Double, 40 Clam Juice, 25 Double, 40
 e Mongole, 25 Cup, 20 Consomme Paysanne, 20 Cup, 15
 2.5 Cream of Tomato, 25

BARCOAL BROILER Lamb Kidney on Skewer, 75 Broiled Fresh Mushrooms, 85
 (person), 2.25 Lamb Chop (1), 60 Ham Steak, 1.10 Half Broiled Chicken
 (per person), 2.00 Irish or Canadian Bacon, 70

VEGETABLES & POTATOES Spring Beans au Gratin, 35 New
 35 Oyster Bay Asparagus, 70
 Baked Potato, 30

FRUITS IN SEASON Cranberry
 Honeydew Melon, 30
 Stewed Fresh Peas, 30
 Fresh Grapes, 40
 Stewed Pineapple, 40
 Fresh Pineapple, 40
 Baked Apples, 35

DESSERTS Cabinet Pudding, 30
 Apple and Blackberry Layer Cake, 30
 Frozen Log Roll, 35
 Pumpkin Pie, 30
 Home-Made Chocolate Layer Cake, 35
 Assorted Danish Pastry, 12
 Chatterbox Pudding, 12
 French Rice Pudding, 25
 Cup Custard, 30

ICE CREAMS Apple and Blackberry Deep Dish Pie, 30
 Minced Meat Pie, 30
 New Green Apple Pie, 25 a la Mode, 35
 Honeydew Melon, 30
 Stewed Fresh Peas, 30
 Fresh Peach Melba, 50

BEVERAGES Coffee of Tea (cup), 25
 Coffee of Tea (10 min.), 25

COCKTAIL RUSSIAN MARTINI, 30¢
 Vodka
 Lemon Peel

STEAMED SOFT CLAMS WITH CLAM BROTH AND MELTED BUTTER, 80¢

SPECIAL PLATE, \$1.75
 Broiled Calfs Sweetbread
 Gismogno with Plain Spinach,
 Sliced Mushrooms, Croquette
 Potato, Bread and Butter

PLANKED STEAK DINNER 63-75¢
 Our Club Dinner with a Planked Steak as entree

SOUPS Potage Mongole, 25 Cup, 20
 Consomme Niçoise, 25 Cup, 20
 Pures of Split Peas, 35
 Cream of Celery, 75
 Half and Half, 80 with Creamy
 COLD-Jellied Madrilene, 25

CHARCOAL BROILED Sirloin Kidney on Skewer, 75
 Tenderloin Steak (per person), 75
 Ham Chop (1), 75

FRESH VEGETABLES & POTATOES
 ALL FRESH VEGETABLES PREPARED TO ORDER
 In Special 40¢
 New Peas in Butter, 40
 French Beans au Gratin, 35
 String Beans, 35
 Cauliflower, 35
 Boiled Bermuda Potatoes in Jacket, 40
 Corn Mexican, 40

SALADS Chicken, 1.00
 Chicken, 1.30
 Lobster, 1.75
 French Bowl, 70
 French and Tomato, 75
 Hearts of Lettuce, 35
 Imported Blue Cheese Dressing, 20¢ extra
 Wine Vinaigrette Dressing, 15¢ extra
 Special Diet Dressing, 10¢ extra
 (Lemon Juice, mixed oil, two-ounce portion)

CLUB DINNERS SERVED 5:30 to 9 p.m. PLEASE DO NOT REQUEST SUBSTITUTIONS

Half Grapefruit	Assorted Hot d'Ouverture	Consomme Niçoise	Pure Apple Juice	Concage Moderne	Tomato Juice	Potage Mongole
Complete Dinner	2.75	1.60	1.85	2.00	1.95	2.30
	2.00	1.85	2.00	2.10	2.00	2.50
	2.50	1.35	2.50	1.35	2.50	1.85

TODAY'S NEW YORKER SPECIALTY—★ Grilled Half Chicken on Toast
 Baked Spring Chicken on Toast with Madrilene Sauce
 Broiled Loke Erie Tenderloin with Madrilene Sauce
 Roast Leg of Veal with Grilled Tomatoes, Julienne Wild Rice
 Braised Point of Prime Beef, Sour Cream Asparagus Tips
 Marinated Turkey Livers on Eggplant Steak
 Broiled Prime Ribs of Beef with Natural Gravy
 Fresh Vegetable Dinner cooked and served to order
 in our new Pressure Cookers (10 min.) 2.50 1.35
 3.00 1.85

COLD—Spring Lamb, Sliced Turkey, American Cheese, Pickled Beets 2.60 1.45

FRESH VEGETABLES specially prepared in our pressure cookers (cooked to order)
 Mashed Brown Potatoes
 Apple and Blackberry Deep Dish Pie
 Assorted Pastries
 Chocolate, Vanilla or Strawberry Ice Cream
 Chatterbox Pudding

DESSERTS Pineapple Layer Cake
 Pumpkin Pie
 Frozen Log New Yorker
 Choice of Cheese with Crackers
 Shaved Fruits

WHEN SERVED WITH ABOVE DINNER
 Frazzelle, 75¢
 Cote Diable, 60¢
 Cress Suzette, 75¢

HUNTSMAN SPECIAL
 Breast of Mallard Duck with Space Potatoes, Wild Rice, Candied Sweet Potatoes, 2.00
 NEW YORKER SPECIALTIES (To order including Bread and Butter)
 Colorado Brook Trout Saute Meuniere, Parsley Potatoes, Chef's Salad, 1.40
 Broiled Lamb Kidney, Spring Beans, 1.20
 Sauté Potatoes, 1.50
 Breaded Veal Cutlet, Hollandaise, Fried Egg, 1.50

CHRISTMAS SEALS
 Printed Your Name from 1943-1944

COCKTAILS and
 Champagne
 Sherry
 Nicholson Slaw

IMPORTED CHAMPAGNE—PER GLASS OR COCKTAIL 1.40
 HOTEL NEW YORKER, NEW YORK CITY
 Under the supervision of Mr. Max Esposito
 Frank L. Andrews, President

cocktails and
 Bacardi (Bacardi Rum, lime, and sugar)
 Bronx (Gin, French and Sweet Vermouth)
 Clover Club (Dry gin, Grenadine, lemon Lime, white of egg)
 Daiquiri (Bacardi Rum, Fresh lime juice)
 Frozen Daiquiri, West Indian (Rum, lime, sugar)
 Jack Rose Cocktail (Apple Jack, lemon juice, sugar)
 Manhattan (Whiskey, lemon juice, sugar)
 Martini (Gin, Vermouth)
 Old Fashioned (Whiskey, Angostura bitter, sugar)
 Orange Blossom (Dry Gin and orange)
 The Thistle or Rob Roy (Scotch, Sweet Vermouth)
 Whiskey Sour (Whiskey, lemon juice, sugar)
 Vodka Martini (Vodka, Vermouth)
 (Dry Vermouth)

appetizers
 Little Neck Clams, .80
 Cherrystone Clams, .85
 Clam Juice, .40 Tomato Juice, .40
 Vegetable Juice Cocktail, .40
 Fresh Fruit Cocktail, .90
 Cocktail, 1.80
 Cocktail, Garnished, 4.70
 Cocktail, 1.45
 Cocktail, 1.95

chafing dishes
 Minced Chicken King or Creole, 2.50
 Curry of Shrimps with Rice, 2.15
 Lobster Newburg, Toast, 3.25
 Finnan Haddie, Delmonico, 1.65

broiled
 Hamburger Steak New Yorker, 1.55
 Hamburger Steak, plain, 1.45
 Half Spring Chicken, 2.15
 Tenderloin or Sirloin Steak, 5.25
 Sauté Liver and Bacon, 2.25
 Ham Steak, 2.25
 Ham Steak, 3.35
 Ham Steak, 1.40
 Ham Steak, 1.60

BACK THE ATTACK!
 Buy an EXTRA \$100 War Bond

THIRD WAR LOAN

LA CARTE
SALADS Chicken, 1.00
 Chicken, 1.30
 Lobster, 1.75
 French Bowl, 70
 French and Tomato, 75
 Hearts of Lettuce, 35
 Imported Blue Cheese Dressing, 20¢ extra
 Wine Vinaigrette Dressing, 15¢ extra
 Special Diet Dressing, 10¢ extra
 (Lemon Juice, mixed oil, two-ounce portion)

SOUPS Potage Ambassador, 15
 Consomme Vermicelli, 15
 Pures of Split Peas, 20

HOT SANDWICHES Tongue and Egg, 35

COMBINATION SANDWICHES
 1—Malted Cheese with Currant Jelly, 30
 2—Malted Cheese with Tomato, 40
 3—Fried Egg on French Toast, 45
 4—Creamed Egg, Lettuce, Tomato, Mayonnaise, 30

FRUITS IN SEASON Honeydew Melon, 30
 Watermelon, 25
 Fresh Pineapple, 40
 Fig and Prune Compote, 25
 Baked Apples, 10
 Stewed and Fresh Fruits, 40
 Caramelized Apples, 25

DESSERTS Home-Made Chocolate Layer Cake, 15
 Mocha Pudding, Fudge Pecan Sauce, 15
 Assorted Danish Pastry, 12
 Chatterbox Pudding, 12

HOME-MADE PIES Open Apple Pie with Whipped Cream, 15
 Lemon Meringue Pie, 15
 New Green Apple Pie, 15
 Apple and Plum Deep Dish Pie, 20

FROZEN DESSERTS Pineapple Sherbet, 10
 Frozen Strawberry Pie, 25
 Raspberry Sherbet, 10

BEVERAGES Coffee (cup), 25
 Coffee (10 min.), 25
 Iced Tea, 10
 Iced Tea with Sanka (10 min.), 20
 Chocolate Milk, 12

COCKTAIL BACARDI, 40¢
 Rum + Lime Juice
 Grenadine

GIN DAIQUIRI
 (Dry gin, Grenadine, lemon Lime, white of egg)

GIN FIZZ
 (Gin, lemon juice, sugar)

SILVER FIZZ
 (Gin, egg-white, sugar)

PLANTERS PUNCH
 (Jamaica rum, lemon juice, sugar)

NEW YORKER SPECIALTY—★ Roast Fresh Ham
 Marinated Herring
 Consomme Vermicelli

Complete Dinner	1.25	.75
1.10	.60	.75
1.35	.90	.75
1.10	.60	.75
1.10	.60	.75
1.25	.75	.75
1.20	.70	.75
1.00	.60	.75
1.10	.70	.75
1.20	.70	.75
1.10	.60	.75
1.10	.60	.75
1.25	.75	.75

—FRESH VEGETABLES—
 (Choice of One Vegetable and Potato)

—DESSERTS—
 Home-Made Chocolate Layer Cake
 Mocha Pudding, Fudge Pecan Sauce
 Pineapple Sherbet
 Lemon Sherbet
 Chatterbox Pudding
 Fruit Jellies
 Orange Sherbet

ALL NEW YORKER DESSERTS HOME-MADE IN OUR OWN KITCHENS

WE SERVE ONLY BOTTLED GOLDEN GUINNESS CERTIFIED MILK

DUE TO RATIONING, ICE CREAM WILL NOT BE SERVED TODAY

Tom Collins (Gin, lemon juice, sugar)
 Alexander (Gin, lemon juice, sugar)
 Alexander (Gin, lemon juice, sugar)
 Side Car (Gin, lemon juice, sugar)
 Stinger (Whiskey, lemon juice, sugar)
 Pony (Whiskey, lemon juice, sugar)

THE COFFEE SHOP
 Under the supervision of Miss Lois M. Clark
 HOTEL NEW YORKER, NEW YORK CITY
 Frank L. Andrews, President
 OPERATES ALL RESTAURANTS AT LA GUARDIA AIRPORT

COCKTAIL RUSSIAN MARTINI, 30¢
 Vodka
 Lemon Peel

STEAMED SOFT CLAMS WITH CLAM BROTH AND MELTED BUTTER, 80¢

SPECIAL PLATE, \$1.75
 Broiled Calfs Sweetbread
 Gismogno with Plain Spinach,
 Sliced Mushrooms, Croquette
 Potato, Bread and Butter

PLANKED STEAK DINNER 63-75¢
 Our Club Dinner with a Planked Steak as entree

FRUITS IN SEASON Honeydew Melon, 30
 Watermelon, 25
 Fresh Pineapple, 40
 Fig and Prune Compote, 25
 Baked Apples, 10
 Stewed and Fresh Fruits, 40
 Caramelized Apples, 25

DESSERTS Home-Made Chocolate Layer Cake, 15
 Mocha Pudding, Fudge Pecan Sauce, 15
 Assorted Danish Pastry, 12
 Chatterbox Pudding, 12

HOME-MADE PIES Open Apple Pie with Whipped Cream, 15
 Lemon Meringue Pie, 15
 New Green Apple Pie, 15
 Apple and Plum Deep Dish Pie, 20

FROZEN DESSERTS Pineapple Sherbet, 10
 Frozen Strawberry Pie, 25
 Raspberry Sherbet, 10

BEVERAGES Coffee (cup), 25
 Coffee (10 min.), 25
 Iced Tea, 10
 Iced Tea with Sanka (10 min.), 20
 Chocolate Milk, 12

All prices are our OPS ceiling...
 Under no circumstances will alcoholic beverages be served after 10 p.m.
 The Terrace Room is under the supervision of Mr. Max Esposito.
 After 10 p.m. - Mon. thru Fri. Minimum Check \$2.50. Saturday only.
 The 20% Federal Cigarette Tax applies at Dinner and Supper in the Terrace Room.
 Also Saturday at Luncheon.
 5-26-52-200

THE TERRACE ROOM
 Under the supervision of Mr. Max Esposito
 HOTEL NEW YORKER, NEW YORK CITY
 Frank L. Andrews, President
 OPERATES ALL RESTAURANTS AT LA GUARDIA AIRPORT



TERRACE RESTAURANT

Summer or winter, appropriate decorations and entertainment combine to make this restaurant one of the most popular in New York. The excellence of its cuisine and service, the popularity of its nationally known orchestras and specialty acts appeal to young and old. The Terrace Restaurant is open for luncheon, dinner and supper. Like all other New Yorker restaurants it is completely air-conditioned.



Terrace Room

At the heart of The New Yorker Hotel was the Terrace Room, one of the premier places to be for entertainment in New York City.

Compared to the nightlife that we usually enjoy today, the Terrace Room was a whole different world. Guests would have dinner and drinks at the Terrace Room restaurant, which was open all day and remained open until 2 in the morning.

They were also soothed by the sounds of one of the many different orchestra's, usually known as "Big Bands," and got the pleasure of enjoying an ice show on the ice rink located in the center of the restaurant.

For those keeping score at home: while it's hard to find a restaurant with a piano player these days, people at the Terrace Room not only got to enjoy fine dining with a giant band playing for them, they got to watch an ice show while drinking merrily amongst a big crowd.

There was drinking, dancing, and dining at the Terrace Room, but most importantly there was air conditioning. Any indoor bar or restaurant these days wouldn't survive a night in the summer without AC, but it wasn't the norm back in this era. AC was a commodity that few places had. This just elevated the Terrace Room even further.





Harriet Hilliard performing as the vocalist for Ozzie Nelson in the Terrace Room. She would marry Nelson just a few months after, and the duo would eventually have an acting career starring in "The Adventures of Ozzie and Harriet," the longest running live action sitcom in television history.





BENNY GOODMAN

IS AT THE HOTEL

NEW YORKER

PLUS A GREAT, ALL-NEW

ICE SHOW

DANCING NIGHTLY FROM 7 P. M.

The Ice Show is presented daily at luncheon, dinner and supper.
De Luxe dinners from \$2.00. Cover charge after 10 P. M. only.

Bob Russell Master of Ceremonies

Ice Show produced and staged by Donn Arden

Big Bands

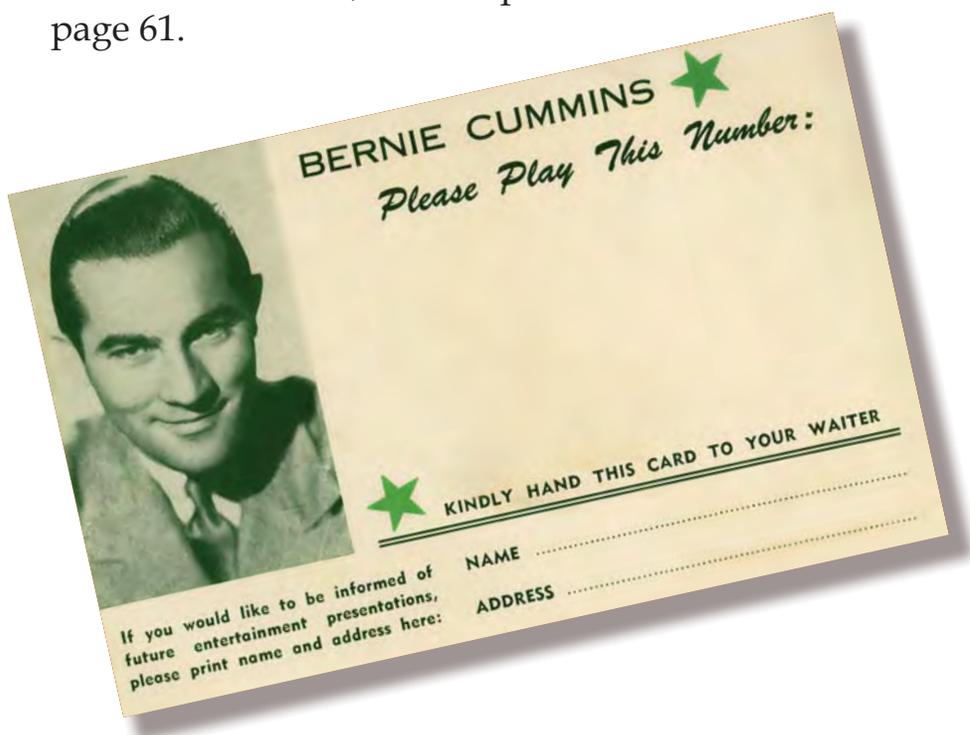
Believe it or not, there was a time when live music used to be performed only with instruments. Before there were synthesizers and amplifiers and electric instruments or even studio recorded music, it took a Big Band to fill up the room with music.

A Big Band is, well, exactly what it sounds like: it's a band with a large amount of musicians. Based in jazz and flourishing with swing, Big Bands were the premiere live music experience from the 1920's until the end of the 1940's.

While a small jazz group or a simple piano player could entertain at a bar or a small restaurant, a Big Band was needed to fill up larger venues with music. The sheer amount of brass and drums and instruments could light up the place with dazzling sounds.

The place for a Big Band to be in New York was the Terrace Room at The New Yorker Hotel. Great atmosphere, elite clientele, and usually featured an ice show to back up the tunes. Shows played at the Terrace Room were often broadcast around the globe with some of these recordings still being used at The New Yorker today.

The Terrace Room featured a who's who in Big Band leaders during the era. Names like Benny Goodman, Bernie Cummins, Woody Herman, and many more featured at The New Yorker during this era. The most notable name of the bunch would be **Frank Sinatra**. Sinatra performed with Benny Goodman at The New Yorker in November of 1943, and his photo can be seen on the cover of Down Beat Magazine on page 61.



*Favorite
Band of
Movieland*

ABE LYMAN

AND HIS CALIFORNIANS
in the **TERRACE RESTAURANT**
HOTEL NEW YORKER

"Where Hollywood Meets Broadway"



**GLORIOUS—GORGEOUS—
GLAMOROUS**

The G's aren't enough. You need every good adjective in the language to describe Joan Crawford. Ask Mr. Lyman.



O-O-H-H EDDIE!

Those great big saucer eyes grown even bigger when Eddie Cantor listens to Abe Lyman's music.



NEWLYWEDS

Abe Lyman extends "congrats" to Lupe Velez and Johnny "Tarzan" Weissmuller, now Mr. and Mrs.



LUCKY BOY

Jean Harlow, beautiful, exotic and shapely, is one of the Hollywood stars who prefers Abe Lyman's music.

SCHNOZZOLAPHONE

"Boy, is dis intricate, is dis intricate? Cha cha cha cha cha." A few more lessons from Abe and Jimmy Durante will be an expert

GENTLEMEN PREFER BLONDELLS

And Abe Lyman, being every inch a gentleman, voices his preference for beautiful Joan Blondell.



**THERE'S
PUNCH**

Jack Dempsey, long time friend of Abe Lyman, compares his glove-wielding left with the popular orchestra leader's baton-wielding right



BROADWAY THROUGH A KEYHOLE

Walter Winchell tells beautiful Ruth Erting, Edward G. Robinson and Abe Lyman about his new picture hit



GETTING A MOUTHFUL

Joe E. Brown, favorite screen comedian, gives Abe a mouthful of his travel plans (and that's plenty!)





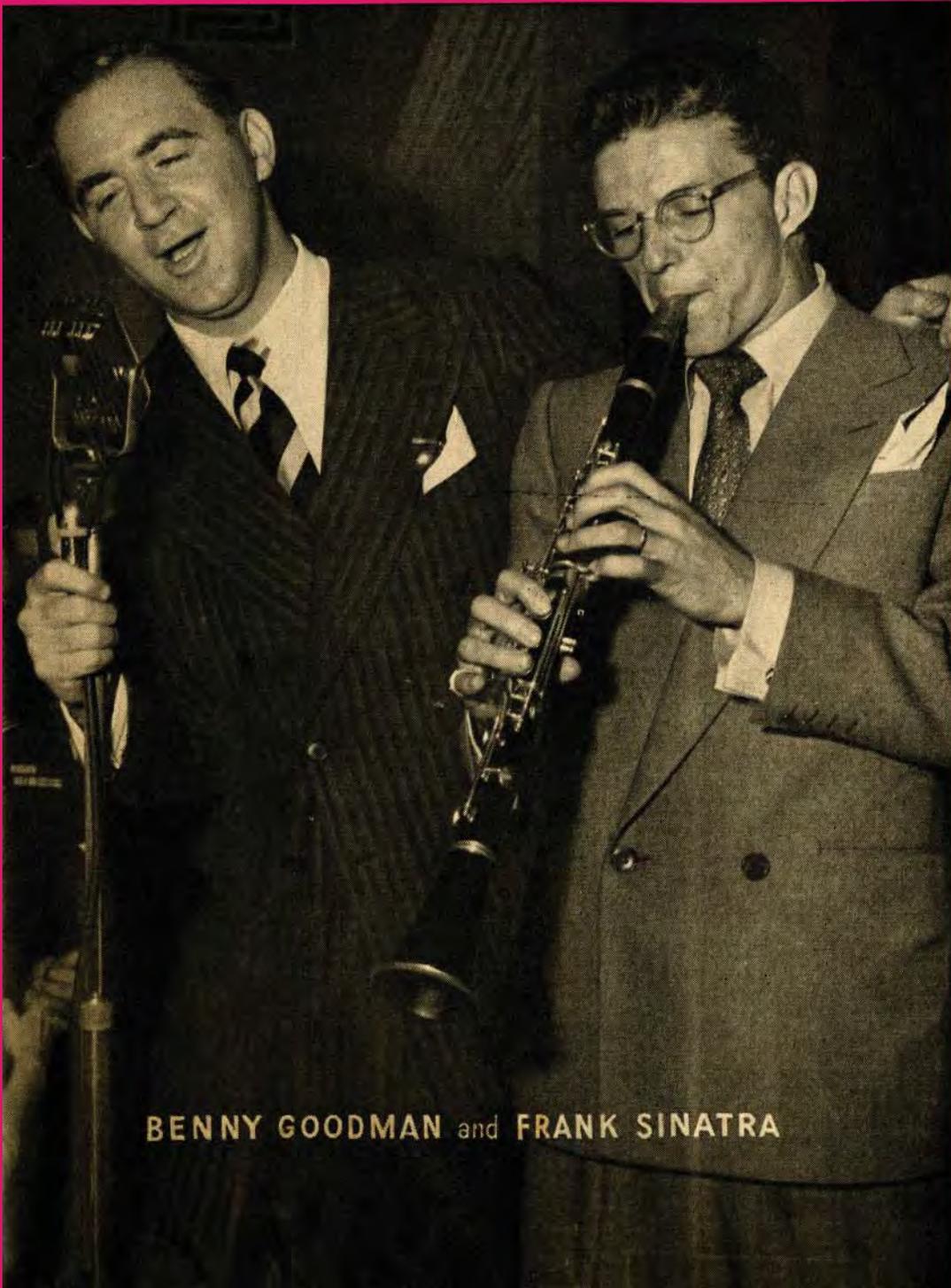
ABE LYMAN AND HIS ORCHESTRA
"Favorite Band of Movieland"

November 15, 1943

DOWN BEAT



MUSIC NEWS FROM COAST-TO-COAST



BENNY GOODMAN and FRANK SINATRA

20 CENTS
CANADA and FOREIGN 25c

DOWN BEAT

April 15, 1945



HOTEL NEW YORKER
QUINTET

MUSIC NEWS FROM COAST-TO-COAST

20 CENTS
CANADA and FOREIGN 25c

\$4 PER YEAR



*At LaGuardia Airport -
Enjoy a Delicious Meal!*

From your table overlooking the world's greatest airport you may savor the finest of foods or your favorite drink while the giant planes come and go before your eyes! Music and dancing nightly

THE AVIATION TERRACE
(Administration Building)

Luncheon from 85c
Dinners from \$1.10

ALSO AT YOUR SERVICE

THE KITTY HAWK BAR
AIRPORT COFFEE SHOP

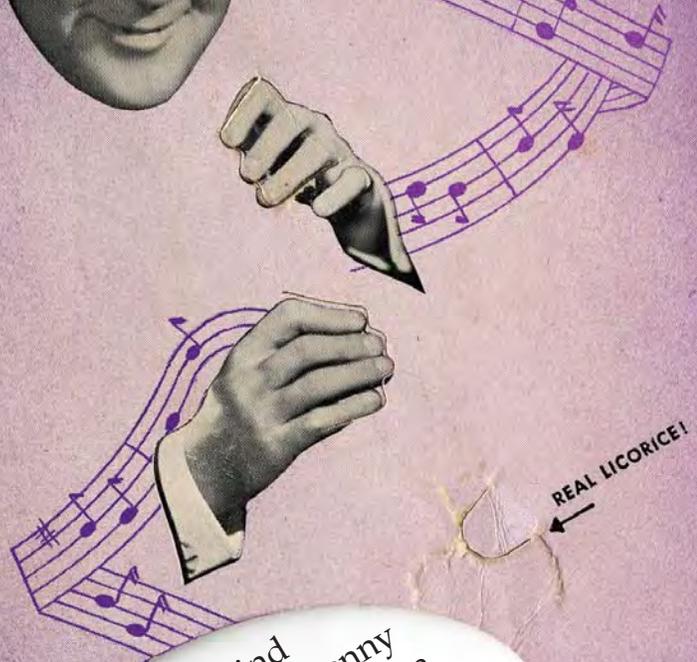


ALL RESTAURANTS
AT LA GUARDIA AIRPORT
ARE OPERATED BY THE
HOTEL NEW YORKER



BENNY GOODMAN

**HIS "LICORICE STICK"
AND HIS ORCHESTRA**



In lieu of a wind instrument, this Benny Goodman ad featured a real licorice stick in its place. Anyone looking for an easy graffiti target would have a field day.

HOTEL NEW YORKER

ICE

1942
EDITION

SHOW



A COVER CHARGE will be added to the checks of all patrons who remain or arrive after 10 o'clock. . . . One dollar per person except Saturday and holiday eves — then \$1.50

THE ICE TERRACE
HOTEL NEW YORKER, NEW YORK CITY



Al Donahue
AND HIS ORCHESTRA

NIGHTLY AT



PULL UP CAP

VANNI
The World's Greatest Pickpocket

MAXINE BARRAT
Fashions of the Dance

Supplemental Dance Music by
PETER KENT
and his "Masters of Melody"

Dinners from \$2.
Supper Couvert (after 10 p.m. only)
75c except Saturday and holiday eves — then \$1.50

On Sundays
"THE BAND OF THE WEEK"

HOTEL NEW YORKER, NEW YORK, N. Y.

Gay crowds throng the lobby for food, popular prices and a man's rhythmic dance music.

DANCE



1942 EDITION
ICE SHOW
DAILY AT LUNCHEON
DINNER — SUPPER



NEW YORK'S MOST DANCEABLE MUSIC
PULL UP CAP AND FIND OUT

THE ICE TERRACE



1.75 and \$2.
holiday eves



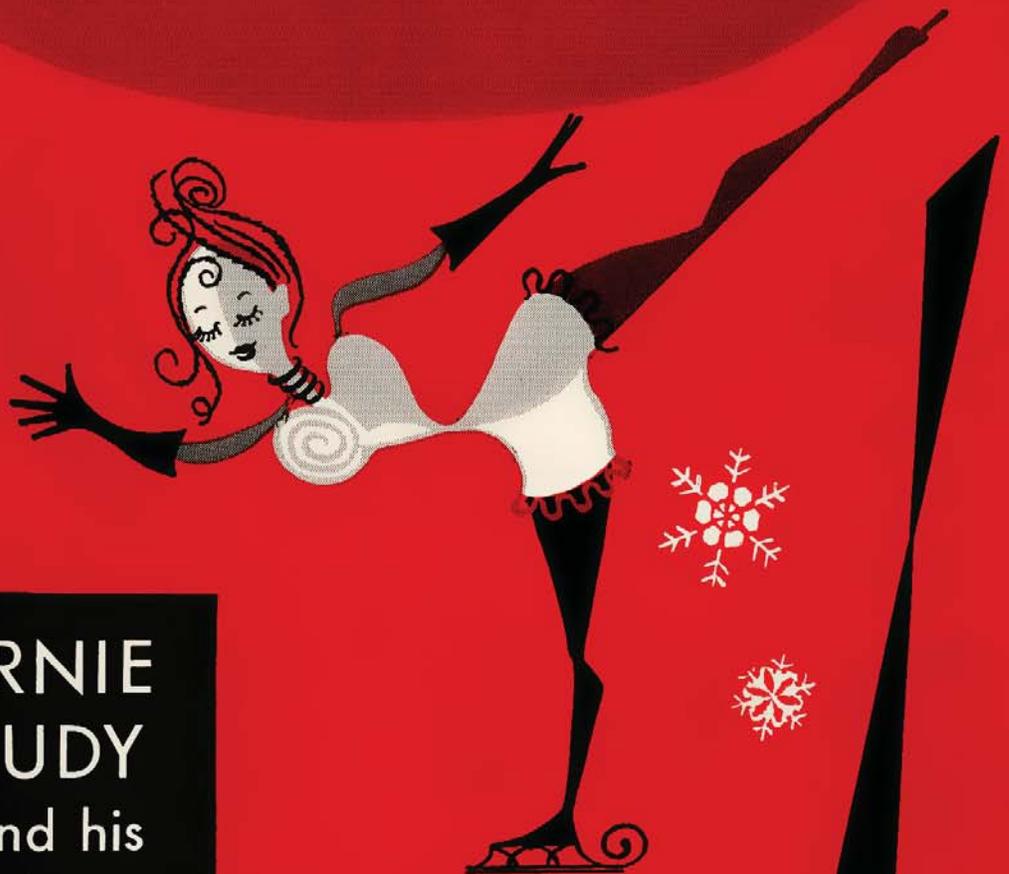
At ten p. m.
Johnny Long's
Supper Session begins

A COVER CHARGE
will be added to the checks of all patrons who remain or arrive after that hour \$1.00 per person except Saturdays and holiday eves then \$1.50

THE ICE TERRACE
HOTEL NEW YORKER
NEW YORK CITY

HOTEL NEW YORKER

ICE SHOW



**ERNIE
RUDY**
and his
Orchestra

NIGHTLY except
Sunday **at 7:45 and 11:45 p.m.**
Children's Matinee Saturday at 1:15 p.m.

TERRACE ROOM

COVER CHARGE [per
person] **At Dinner, Monday thru Saturday, 50c**
After 10 p.m., Mon. thru Thurs., \$1
Friday and Saturday, \$2

The Ice Shows



Smack in the middle of the Terrace Room was an ice rink, where performers from all around the city and even the world would come and perform with the backing of an orchestra.

The ice rink was the centerpiece of the Terrace Room. Good restaurants were easy to come by in New York City, Big Band performances weren't uncommon, and ice shows could be found around the city. But having the three together, in a venue as intimate as the Terrace Room? That's never been common.

A bar with an in house ice rink would be considered a novelty in modern times. But in this era, it was a staple of the times. The Terrace Room ice shows were home to some of the most memorable moments in the hotel's history.



Alice Farrar, one of the featured ice skaters of the Terrace Room.
Photographed by Morris Gordon, January 3, 1946

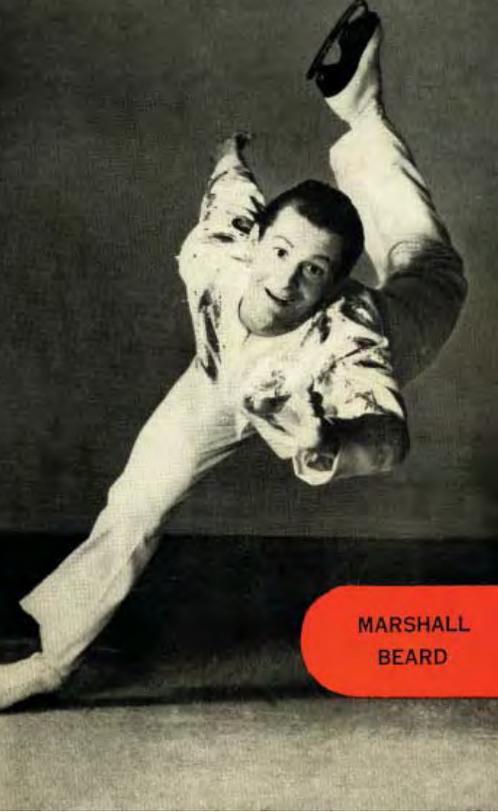




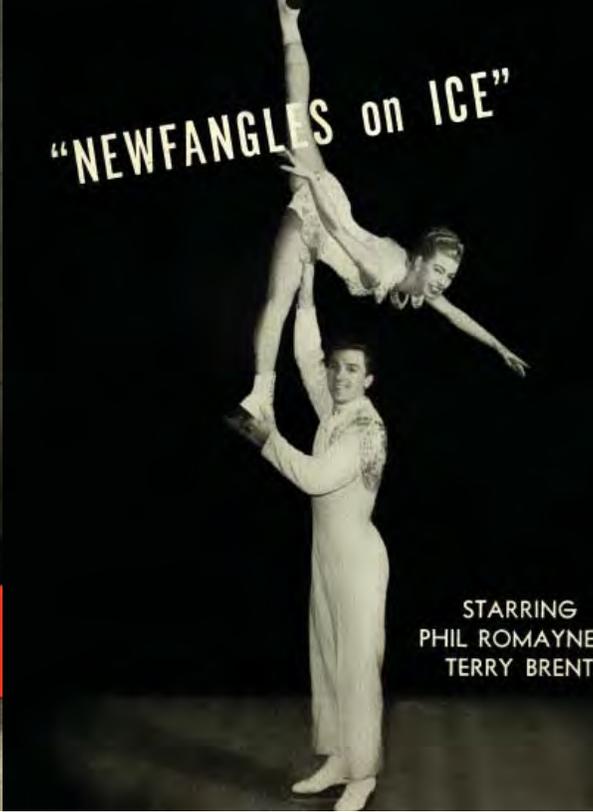
"Sharlee Munster of The New Yorker Hotel Ice Show feels that a woman's hat should reflect both her personality and her career. Perching her ice skate on her head, she indicates an embryo idea for a hat. It's pretty sharp."

Acme, 1948



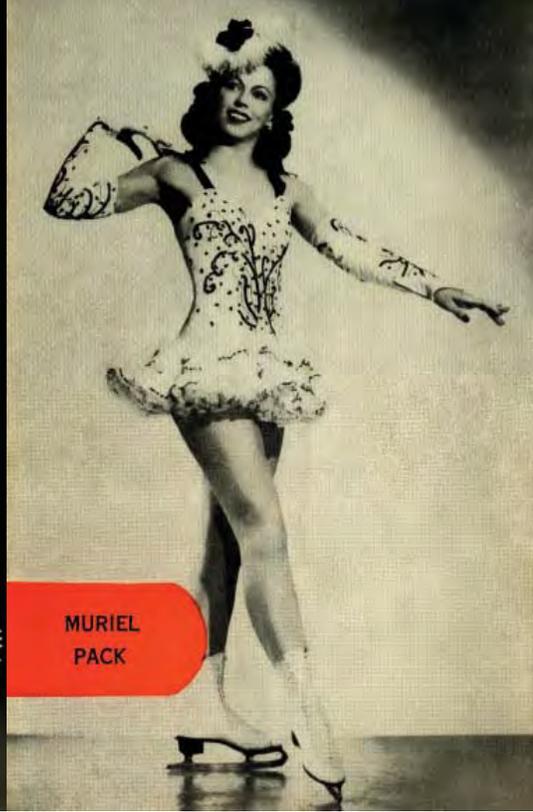


MARSHALL
BEARD



"NEWFANGLES on ICE"

STARRING
PHIL ROMAYNE
TERRY BRENT



MURIEL
PACK



BROOKLYN

RICKY

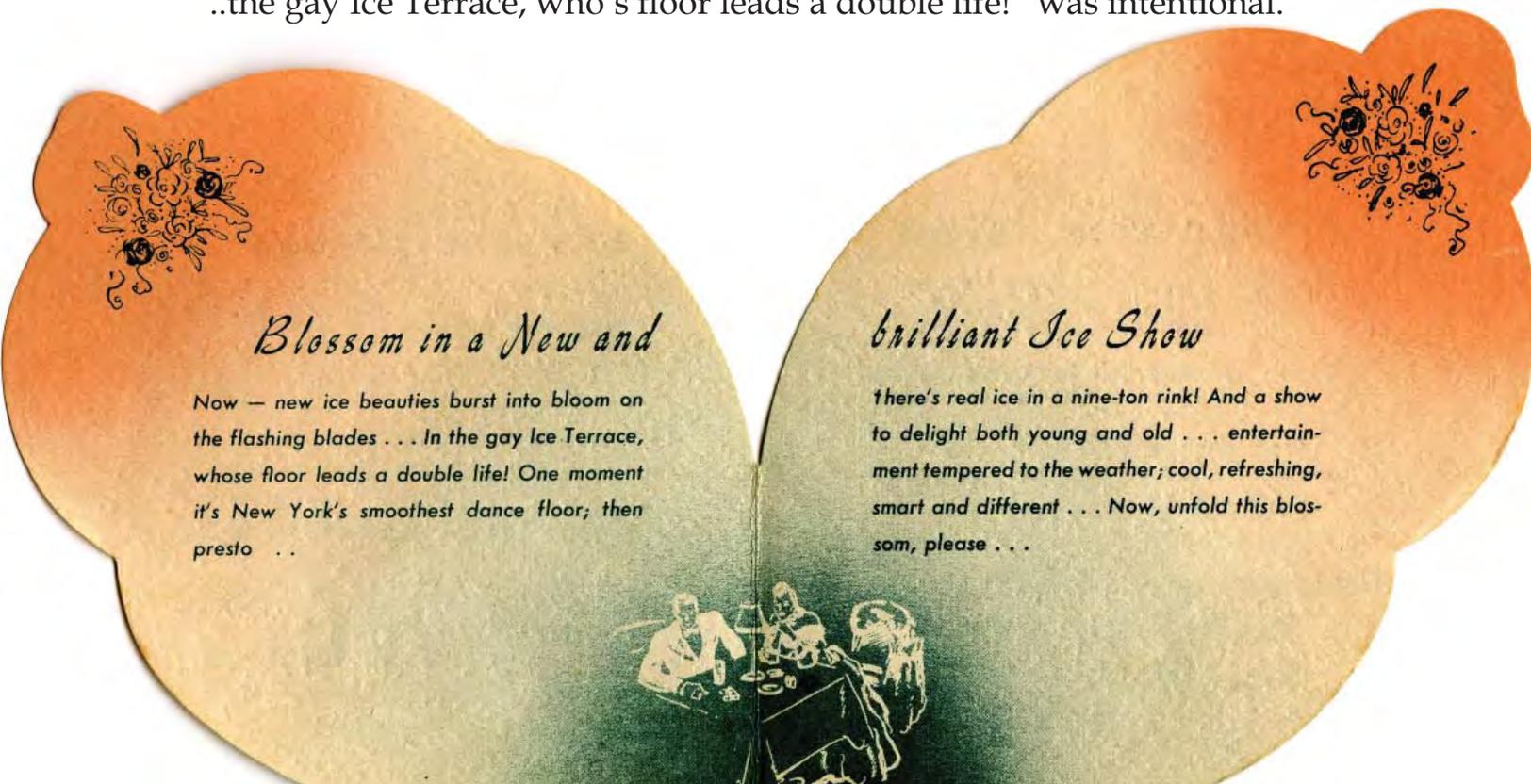
MAX

R.E.

R.E.



Fold up brochure for the Terrace Room Ice Show at The New Yorker. Above is the brochure completely folded, below is a half fold, and on the next page it's fully laid out. It is unclear if the irony of the sentence “..the gay Ice Terrace, who's floor leads a double life!” was intentional.



Blossom in a New and

Now — new ice beauties burst into bloom on the flashing blades . . . In the gay Ice Terrace, whose floor leads a double life! One moment it's New York's smoothest dance floor; then presto . . .

brilliant Ice Show

there's real ice in a nine-ton rink! And a show to delight both young and old . . . entertainment tempered to the weather; cool, refreshing, smart and different . . . Now, unfold this blossom, please . . .





NEW BLOSSOM-TIME
ICE SHOW

Daily at Luncheon • Dinner • Supper

Produced and Staged by **DONN ARDEN**

Musical Production by **HARRY BRENT**

Presenting

ARIANE RONNY ROBERTS

Artistry Supreme Dare-devil Stunts

BISSELL & FARLEY

Sensational
Young Pair Skaters



SMOOTH, COOL RHYTHMS!
DANCING

THE MIRACLE MAESTRO WITH
THE VIVID VIOLIN

JOHNNY LONG
AND HIS
ORCHESTRA

NIGHTLY AT DINNER AND SUPPER
ALSO SATURDAY AT LUNCHEON

(On Sunday
ART PAULSON's
Orchestra)



EXTRA ADDED
ATTRACTION

CYRIL "BUSTER" GRACE
Foot Control Artist

NEW YORKER ICE BEAUTIES

LYNN CLARE JANICE HAMILTON
HELEN DUTCHER GRACE MAY
LUCY DeLONG FLORENCE WALTERS

Master of Ceremonies
BOB RUSSELL



THE ICE TERRACE
AIR CONDITIONED

**COMPLETE
ICE SHOW**

ALSO DAILY AT LUNCHEON

Music by
PETER KENT
and his "Masters of Melody"
Monday through Friday

LUNCHEONS FROM \$1.00
NO COVER OR MINIMUM

DINNERS FROM \$2.00
SUPPER COUVERT (AFTER 10) 75c
SATURDAY AND HOLIDAY EVES. \$1.50

HOTEL NEW YORKER
NEW YORK CITY





Pictured on the left is Czech figure skater Vera Hrubá in the Terrace Room. During the 1936 Winter Olympics, Adolf Hitler was enamored with Hrubá and asked her to “skate for the swastika,” to which Hrubá responded that she’d “rather skate on the swastika.” At the Terrace Room in 1939, a German consulate ordered her to stop dancing on the ice to the Czechoslovakian National Polka, to which she responded, and this is a direct quote, “Mr. German Consul, not for one small moment can you tell me what to do. You my boss?? Ha, ha.” Apparently, people actually spoke in 1939 like we text today, even when defying Nazi leaders.

Hrubá later changed her name to Vera Ralston and pursued a career in Hollywood. She would star in multiple films with John Wayne. Despite the impressive resume, her performances were met with mixed reactions, including a 1980 book nominating her for their “Worst Actress of All Time” award.





THE NEW YORKER

Top: McGreevey, Werring & Howell Company Fashion Forum in the Grand Ballroom.

Center left: THOMAS H. AGNEW, right, Assistant to Mr. E. P. Mauder, General Manager of the Cadillac Motor Car Division, seems to like what the waiter is about to serve him and his companion.

Center middle: PAUL DOUGLAS, radio announcer, and LUCILLE BALL, at the Bob Crosby opening in the New Terrace Room, January 8th.

Center right: GEORGE LOWTHER, III, and his wife, the former Eileen Herrick, dancing in the New Terrace Room on the night of the opening of Bob Crosby and his orchestra.

Right: BETTY GRABLE, movie star, looking very charming as she converses in the New Terrace Room on the night of the Bob Crosby opening.



Celebrity Presence

If you wanted to party with the rich and famous of the era, all you had to do was book a stay at The New Yorker Hotel. The hotel and the Terrace Room in particular were constantly filled with high profile guests.

Hotel manager Ralph Hitz was well connected with the crowd. He was on a first name basis with actors, musicians, politicians, and more, owning a collection of personally autographed photos to prove it.

It's easy today to dive deep into celebrity culture and see what these people are up to in their everyday lives. But in the 1930's, you only saw these people in motion pictures and newspapers. You weren't exposed to every one of them on a daily basis. Seeing the amount of star power in the Terrace Room and being able to mingle around with it was a rare experience for the average Joe in this era.



Judy Garland and Woody Herman in the Terrace Room.



The following four pages are filled with a collection of signed photographs from Ralph Hitz's personal collection. Above is actor Spencer Tracy, who currently holds the record for most Best Actor nominations at the Academy Awards. On the next page, actresses Janett McDonald and Gladys George can be seen at the top. While the gentlemen on the bottom right tried to keep their identity hidden, we know them to be members of the comedy group the Marx Brothers.



PARX BROS. Metro Goldwyn Mayer



Top left is actor Lionel Barrymore, distant relative of actress Drew Barrymore. Bottom left is actress Ginger Rogers. Top right is the infamous Joan Crawford, widely considered one of the greatest actresses of all-time.



Left side is actor William Powell and actress Mryna Loy. The duo starred in 14 films together, most notably the Thin Man series. Bottom right is child star Freddie Bartholomew. Freddie did not remain a child star forever, as he eventually became an adult, but did find success as a television producer under the name Fred C. Bartholomew.





THE Mr. and Mrs. Mickey Rooney, of Hollywood fame, travel East on their honeymoon.



Mickey & Ava Gardner on their honeymoon at The New Yorker Hotel in 1942. Their marriage was short-lived and were divorced in 1943.

Bottom right is Artie Shaw and wife Lana Turner talking to another guest. Shaw and Turner were also divorced quickly, being married in 1939 and divorced in 1940.

Shaw had another brief marriage before marrying Ava Gardner in 1945. How long do you think that one lasted?



The New Yorker Hotel hosted many baseball legends throughout its history. Below is Babe Ruth and Ty Cobb, both members of the inaugural 1936 class of the National Baseball Hall of Fame, meeting to discuss plans for the “All American Boys Baseball Game,” which would be played at the Polo Grounds in 1945.





First Lady Eleanor Roosevelt speaks at The New Yorker Hotel in 1939.



The self-proclaimed "Kingfish," former Louisiana Governor Huey Long was a notorious politician during the 1930's. Long was a rising politician who built a passionate following thanks to his "Share our Wealth" movement, which emphasized still relevant points such as free education and veteran support. Long was a frequent guest of The New Yorker Hotel and even announced his presidential campaign from the hotel. The campaign was ill-fated, as Long was assassinated shortly after.



Charlotte Muller, the "Queen of Wisconsin's Dairy Land," gives a lesson on milking with her cow, Elsie. Anybody checking into the hotel was greeted by this event, as it took place in the middle of hotel's lobby. Got milk? The New Yorker sure did, freshly milked in the lobby.

Seventeen year old Diane Henry, the "Duchess of the Fair," rides her white mare Noaha through the entrance of The New Yorker Hotel. The duo each spent the night at the hotel before the Dutchess County Fair. Other fair participants of both the human and animal families also stayed at the hotel.





Whene Farrell was selected out of 100 other women to be elected Queen of National Doughnut Week 1945 and was crowned in a ceremony at The New Yorker Hotel. Farrell traveled to different army camps and canteens during her reign, giving dunking lessons to eager servicemen. Nowadays, dunking is typically referenced in basketball, and models usually don't associate themselves with doughnuts.

Below is Joseph Vance and 9 year-old Jackie Britt exiting The New Yorker Hotel, accompanied by New York City detectives after police sent out a kidnapping alarm for the boy. Both Vance and Britt were registered by name in their hotel room, as Vance claimed that it was just a quick trip to the city and would return home to Atlantic City in the morning. Vance really tried to stretch the idea of "hiding in plain sight" here.





WINGS OF THE NIGHT OVER LAND & SEA AT LA GUARDIA AIRPORT

Aviation Terrace Restaurant

OPERATED BY HOTEL NEW YORKER NEW YORK

LaGuardia & The World's Fair

LaGuardia Airport was ahead of its time. While today it may seem like a routine travel stop for many, airplanes were an attraction when LaGuardia opened. Watching the airplanes pass by soon became a spectacle for many.

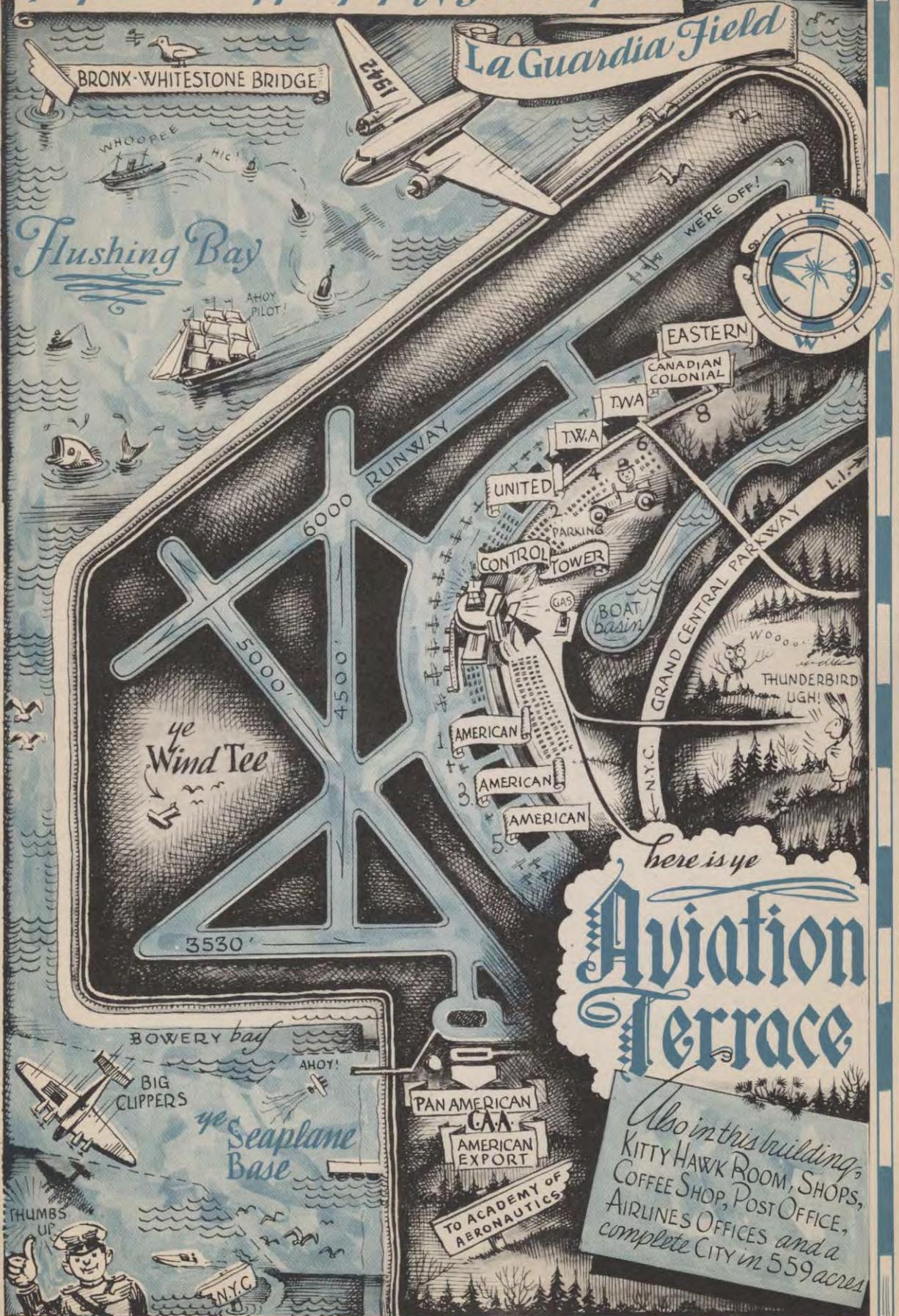
This was a time when traveling to the airport didn't seem like a daunting task and before Jerry Seinfeld turned airplane travel into a joke.

The New Yorker Hotel played a huge role in the early years of the airport. They not only provided easy access for travelers in need of a hotel in the city, but actually owned and operated multiple restaurants at LaGuardia in addition to providing all the in-flight meals for airplanes departing from the airport. The meals would be prepared at the hotel and driven out to the airport before being served to passengers traveling across the globe.

A vintage brochure and menu cover for the airport can be seen on the following page.

At the southern edge of LaGuardia Airport is Flushing Meadows Park, home of the 1939 World's Fair. This was the second most expensive world's fair in history and became a cultural phenomenon during and after its existence. The tunnel to Penn Station below the hotel prompted The New Yorker to consider itself the "most convenient hotel to the New York World's Fair." The fair took place between 1939 and 1940, with a brief reincarnation in the 1960's.

ye quaint mappe of ye N.Y.C. Airport



here is ye
Aviation Terrace

*Also in this building,
KITTY HAWK ROOM, SHOPS,
COFFEE SHOP, POST OFFICE,
AIRLINES OFFICES and a
complete CITY in 559 acres*

ERIC LOANE



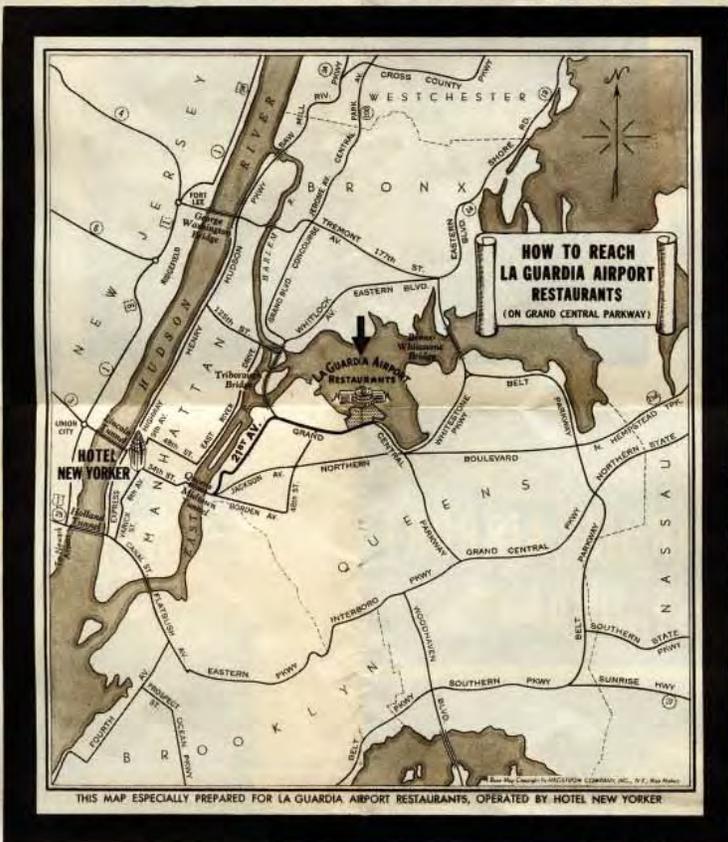
A Canadian-Colonial stewardess exemplifies a gracious feature of air travel



PHOTOGRAPHS BY WILLIAM T. HOFF, OFFICIAL AIRPORT PHOTOGRAPHER

An immaculate panel truck whisks the freshly prepared food to outgoing Airlines and Clipper Ships

Hotel New Yorker chefs, in special kitchens at La Guardia Field, devise delicious meals for service aloft



Assured pleasure, where there's a new excitement in dining out!

Stewards and stewardesses trade experiences in the Club (Left to right: Eastern United American TWA Canadian-Colonial)



Circular Bar in the Hawk Room

For a snack or prices—the Club

Dance and be...ous Aviation T



A Pan-American "Clipper" taxi





The Aviation Terrace Restaurant, located at LaGuardia Airport, was a great place to enjoy a quality meal while enjoying the thrill of the planes on the runway.



**EVERYBODY'S DINING
AT THE AIRPORT!**

**A "BOX SEAT" AT SHOW
THE NATION'S GREATEST AIR SHOW**

Here there's all the enjoyment of country dining but it's so convenient there's little expenditure of "gas" and tires.

CUISINE BY HOTEL NEW YORKER
Music and entertainment from Monday

Dancing Nightly except Monday

AVIATION TERRACE RESTAURANT — KITTY HAWK BAR
Luncheons from .80 — Dinners from \$1.10
Cocktails from .30

LA GUARDIA AIRPORT
Grand Central Parkway at Jackson Heights

Please ask Hospitality Desk
about transit facilities

New Dining Thrill



**WATCH THE PLANES IN ACTION
FROM YOUR TABLE**

**LA GUARDIA AIRPORT RESTAURANTS
OPERATED BY HOTEL NEW YORKER**

ROUTES TO LA GUARDIA AIRPORT

- A. **AUTO**—East on 34th St.; Queens-Midtown Tunnel; 21st St. and Grand Central Parkway.
- B. **5th AVE. BUS**—Uptown bus No. 15 to Jackson Heights terminal. Change to airport bus.
- C. **SUBWAY**—8th Ave. uptown local "E" train to Jackson Heights. Take airport bus, upstairs.

See NEW YORK



A VIEW FROM THE HOTEL NEW YORKER

WHERE TO GO

HOW TO GET THERE



HOTEL NEW YORKER

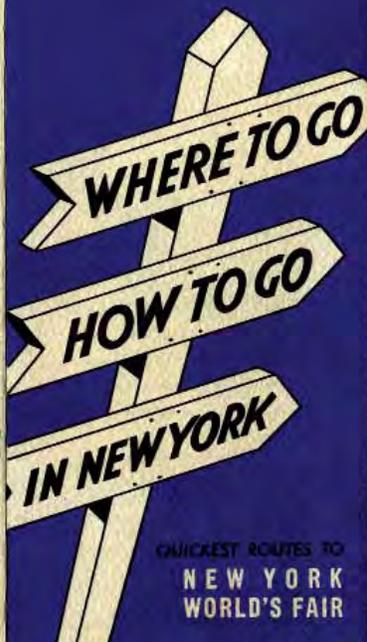
VISIT THE WORLD'S GREATEST AIRPORT—LA GUARDIA FIELD!

Don't miss this marvelous new \$40,000,000 land and sea-plane base!

Watch the giant planes and huge Clipper Ships in action — celebrities coming and going — the hurry-burly of a flying world!

You can see it all from your table by the window or on the outdoor terrace overlooking the field — while you enjoy a delicious meal or your favorite drink in one of the smart Airport Restaurants operated by the Hotel New Yorker at popular prices.

Easy to reach by subway and bus or by motor car... Ample parking space.



QUICKEST ROUTES TO
NEW YORK
WORLD'S FAIR



HOW TO GO TO THE NEW YORK WORLD'S FAIR from HOTEL NEW YORKER

BY RAILROAD

Use our private elevator (at 34th St. entrance) and tunnel to Long Island R.R. station. Board World's Fair train, which lets you off at the Exhibit Area entrance... Trains every few moments... No ticket required; simply drop dime in turnstile at World's Fair station.
Running time 10 minutes. Fare 10c.

BY 8th AVE. INDEPENDENT SUBWAY

Use our private elevator (at 34th St. entrance) and cross subway tunnel to UPTOWN LOCAL platform. Board QUEENS train "E". Change at Forest Hills (71st Ave.) station, to World's Fair train "GG" on same platform, which lets you off at Amusement Area entrance.
Running time about 30 minutes. Fare 10c. (5c. when boarding train; 5c. more when leaving at World's Fair station.)

BY MOTOR CAR

Proceed north (uptown) on either 8th or 9th Ave., turn RIGHT onto 59th St., continue on 59th St. to Queensborough Bridge (no toll) and follow World's Fair amber globes on your right. Ample parking facilities at the Fair. Parking Fee 25c.

Time required — about 45 minutes.

HOTEL NEW YORKER

**MOST CONVENIENT HOTEL
TO NEW YORK WORLD'S FAIR**

The New Yorker Hotel menus featuring promotional art for the 1939 World's Fair. Left is the Constitution Mall and right is the Gas Industries Building and Court of Flame Restaurant.

The Fair impacted pop culture in the years that followed, being featured in *The Twilight Zone* and influenced a scene in *Captain America: The First Avenger*, although its most notable movie moment is the fairgrounds and remnants from the 1964 World's Fair featured in *Men in Black*.







World War II

To understand the significance of The New Yorker Hotel during the Second World War, we must consider the times.

The principle mode for long trips over land was by rail, and travel over water was by steamship. The hotel is a block from Pennsylvania Station, the main rail hub for all trains coming from the South and West and a few blocks from the passenger piers that still exist. Troops embarking to the European Theater would have to walk past The New Yorker on the way from their train to the troop transport ship.

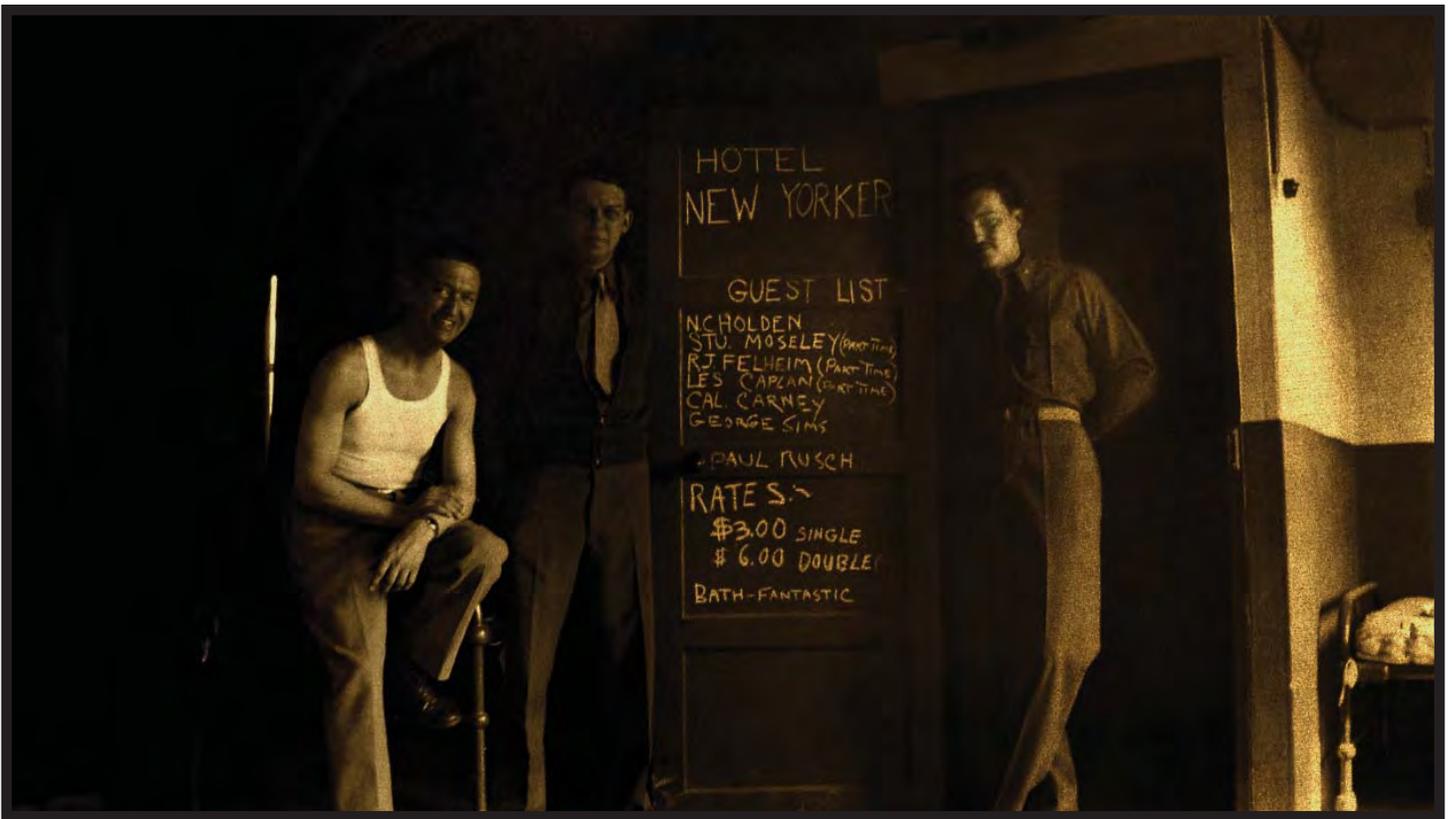
GI farm boys like the writer's own father who stayed here came mostly from middle America and had never seen buildings of this size and height nor slept in a "fancy" hotel with crisp sheets and, a radio in every room or elevators that traveled at 700 feet per second!

Oh yes, don't forget the Big Bands playing in the Terrace Room. It was the bees knees and the cat's meows where the riffraff could cut a rug with the big shots. Quite a few of the Big Band performances in the Terrace Room were recorded for broadcast to deployed Allied Forces over the Armed Forces Network.

The author's father is that he was so upset by the outrageous price of \$3.50 per night that he ran the hot water all-night-long so the hotel couldn't make any money on him.

The accompanying photos show that these GI's stay at The New Yorker Hotel made such an impression on them that they named their Bunker in the Arden or the US Army Air Corps Barracks in Lambourn, England "The New Yorker Hotel." You could see a few more photos of this on the following page.

Finally we must lower our heads and put our hand over our hearts and consider that for many brave American troops this was the last time that they slept in a real bed and enjoyed all the blessings that they laid down their lives for.



"Ladies and gentleman, your attention please. This is the radio control room of The Hotel New Yorker. Bob Russell, speaking. The commanding general of the second core area has issued strict instructions that dim out must be maintained every night, beginning one half-hour after sunset, so that the glow of New York lights will not make it easy for German submarines to sink our ships. I know that you will be only too glad to cooperate. Please, pull down your Venetian blinds with the inner edges of the slats pointing upwards and leave them that way until you are ready to retire. Thank you very much, and we now return you to your choice of broadcasting stations."

This was the first of a series of announcements that would play throughout the night at The New Yorker Hotel during the war. The announcements get more dire and threatening throughout the night, eventually culminating with a final accusation.

"Ladies and gentlemen, your attention please. This is the radio control room of The Hotel New Yorker. Bob Russell, speaking. We have been informed that somebody here in The Hotel New Yorker is not cooperating in the dim out required by army regulations in all coastal cities. Whoever you are, may I ask you a question? Do you want to help enemy submarines sink our ships? Do you realize that the glow of the lights in the sky silhouettes ships, and makes them an easy mark for deadly torpedoes? I am sure no good American wants to help the enemy. Please pull down your Venetian blinds immediately, with the inner edges of the slats pointing upwards. Our radio programs for tomorrow will begin at 7 o'clock in the morning and will continue throughout the day until midnight. Now ladies and gentlemen on behalf of the entire staff of The Hotel New Yorker, we bid you a most pleasant, goodnight."



On the following page are examples of menu covers for New Yorker Hotel restaurants during the WWII era. The US has arguably never been more patriotic and images like this really show what it was like at that time on the mainland.



Torii's End -- THE MARINES HAVE LANDED! . AND THE STARS AND STRIPES O'ER A SHATTERED TEMPLE GATEWAY SYMBOLIZE THE COMING NIGHT OF NIPPON

SECOND OF A SERIES ' OUR FIGHTING NAVY PRESENTED BY HOTEL NEW YORKER



John Butler

WAVES

**SERVE SHIPS OF THE SEA AND AIR
IN COUNTLESS INTERESTING AND VITAL WAYS**

SECOND OF A SERIES "WOMEN IN WAR" PRESENTED BY HOTEL NEW YORKER



SHIP DANCE
HOTEL NEW YORKER - AUG 21/44



NEW YEARS DINNER - DANCE
ARMY MEDICAL PURCHASING OFFICE
HOTEL NEW YORKER NEW YORK
DECEMBER 29, 1943

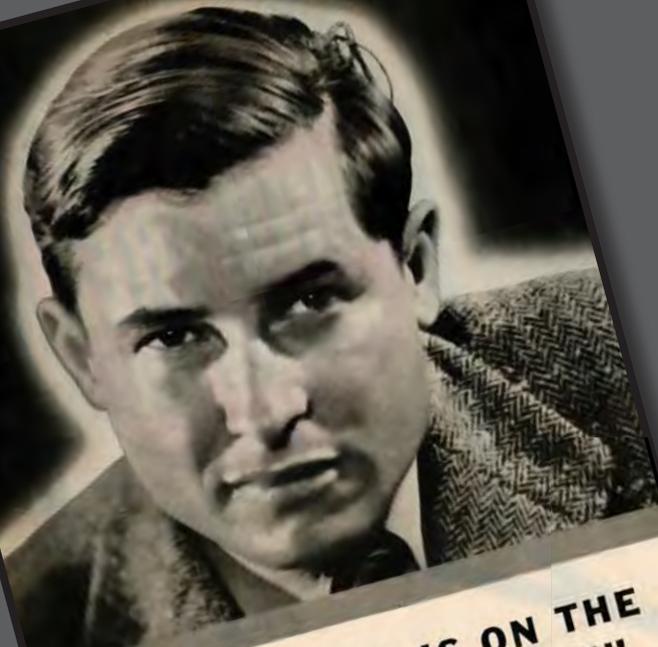


Various military events hosted at The New Yorker Hotel include a ship dance, a New Year's party hosted by the Army Medical Purchasing Office, and a three year reunion for the 45th infantry division following the war.





On the left are people attending the Grand Convention of the Gold Star Mothers at The New Yorker Hotel. The Gold Star Mothers represent those who lost a son or daughter during wartime. Above is Gertrude Kram, the first Gold Star Mother of World War II. Her mother was also a Gold Star Mother.



"AMERICA IS ON THE DOUBLE-QUICK!"

says Hon. Will Rogers, Jr.
Representative in Congress

"Because of the war, Americans have had to travel as never before. This has tried the nation's hotels to the limit. Faced as they are with serious shortages of manpower and materials, they have turned in an excellent job of caring for the unprecedented numbers of civilians and military personnel that have pressed them for accommodations during the past several months. Do yourself a favor next time you make a trip—line up your hotel reservations well in advance, specifying the kind of accommodation you require and, as closely as possible, the time of your arrival. And remember this—when your plans change let the hotel know so that some other traveler can have the room reserved for you!"

Published by the Hotel New Yorker, New York, to create a better understanding of the wartime problems of America's hotels.

Hotel NEW YORKER

34th Street at Eighth Avenue, New York 1, N. Y.
2500 Rooms from \$3.85
Frank L. Andrews, President
Home of Protecto-Roy Bathrooms... they're ultra-violet rayed!



"THIS SHOW HAS TO GO ON!"

SAYS ILKA CHASE
Noted Actress, Authoress and Playwright

"The people who are playing the important roles in the nation's war effort are the thousands of military and civilian officials who are busy gearing the nation's plants to full production. They necessarily travel a great deal and it is vital that they, and the many thousands of GI's on furloughs, be accommodated when they travel.

"That is why hotelmen everywhere urge you not to waste hotel rooms! You can help by making advance room reservations, specifying the day and hour of your arrival and departure; by asking only for rooms you absolutely need; by confining your stay to a minimum; and by cancelling your accommodations immediately if your plans change."

Published by the Hotel New Yorker, New York, to create a better understanding of the wartime problems of America's hotels.

Hotel NEW YORKER

Member—American Hotel Association
34th Street at Eighth Avenue, New York 1, N. Y.
2500 Rooms from \$3.85
Frank L. Andrews, President
Home of Protecto-Roy Bathrooms... they're ultra-violet rayed!

"HERE'S A RINGSIDE SEAT FOR THE WAR"
says Grantland Rice
noted Sports Authority

"The hotel lobbies of the country now give you the 'inside' on what's happening on the war front. They are thronged as never before by military personnel and their families, new war brides, pert service women—all make hotels their homes for the duration. You can help them and yourself when you travel by making accurate data on as far in advance as possible specific accommodations you will require. And this is important, too—when your plans change, notify the hotel so the room reserved for you becomes available for someone else!"

Published by the Hotel New Yorker, New York, to create a better understanding of the wartime problems of America's hotels.

"WE'VE OVERLOOKED THIS BATTLE"

says **J. EDGAR HOOVER**
Director, Federal Bureau of Investigation

"... the battle America's hotelmen have been successfully waging against acute shortages of manpower and materials. Every hotel in the country has had these problems but, with remarkable resourcefulness, has managed to accommodate the increased numbers of service men and civilians traveling on urgent war matters.

"Today, your favorite hotelman needs your help when you travel. It is now patriotic for you to do these three things: (1) Make reservations well in advance; (2) Indicate the hours of arrival and departure; (3) When plans change cancel your reservations promptly."

Published by the Hotel New Yorker, New York, to create a better understanding of the wartime problems of America's hotels.

Hotel NEW YORKER
Member — American Hotel Association
34th Street at Eighth Avenue, New York 1, N. Y.
Frank L. Andrews, President 2500 Rooms from \$3.85
Home of Protecto-Ray Bathrooms... they're ultra-violet rayed!

"We're glad to be Back!"

... say these Front Office employees who have seen a tense service in the armed forces. They join with other New Yorker veterans in saying, "It's good to be back"

Thomas P. Hord
Robert I. Cerman
Donald B. Newman
Harold A. Kelle
Paul W. Mangen
David J. McGuire
James F. Malvey
Vernon E. Rives

★ Employee-veterans of the Hotel New Yorker's Front Office are once again greeting guests, old and new, with the same cordial friendliness that has always characterized New Yorker service. Their efforts are reflecting, as they have in the past, our continuous desire to make the Hotel New Yorker first in service, first in good food, first in home-like comfort and convenience.

Hotel NEW YORKER
Member — American Hotel Association
34th Street at Eighth Avenue, New York 1, N. Y.
Direct Tunnel Connection to Pennsylvania Sta.
Home of Protecto-Ray Bathrooms... they're Ultra-Violet Rayed
FRANK L. ANDREWS, President 2500 ROOMS from \$3.85

Yes, that's real: **J. Edgar Hoover** was actually on a piece of advertising for The New Yorker Hotel during the war. Hoover, along with the likes of congressman Will Rogers Jr, actress/playwright Ilka Chase, and sports writing pioneer Grantland Rice urged travelers to make their reservations at The New Yorker well in advance, and to cancel if they know they can't make it. I wouldn't expect to see the FBI director on an ad for a NYC hotel anytime soon.

Following the war, The New Yorker welcomed back their veterans with a series of ads showing who's returned to the hotel.



Without the benefit of the internet or even the nightly news, following what was happening around the world during World War II was a tough task. On the left is a map of the lands held by each alliance, distributed by The New Yorker Hotel. Above is a deck of playing cards supporting the troops. On the following page is a list of New Yorker Hotel employees deployed in the war at the time of this particular holiday party, for which the brochure was made.

THEY'RE ALL IN THE SERVICE NOW!

Here are all the addresses we have been able to get, up to the time this issue went to press. This is the list used for sending Mr. Andrews' Christmas gifts, referred to on page 12.



Pvt. Frank Aguda
Co. A., 29th Inf., 4th Platoon
Camp Croft, S. C.

Staff Sgt. Louis Astel
Co. B, 102nd Q. M. R.
Fort McClellan, Ala.

Sgt. Paul B. Bartells, No. 32217892
Co. B, 175th Engineers, G. S.
A. P. O. 1285, c/o Postmaster
New York, N. Y.

Pvt. John Berto
U. S. Army Air Corps
314th Bombardment Squadron
MacDill Field, Fla.

Corp. Joseph Biesinger
3rd 3222 Co. 20
Quartermaster Det.
Camp Carrabelle, Fla.

Roland S. Blackstone
Douglas Aircraft - A. P. O. 617
Box 56, Postmaster, New York City

Pvt. Larry Branzell
Headquarters Co., 2nd Bn., 80 F. R.
A. P. O. 258 - Fort Knox, Ky.

P.F.C. Joseph Brennan
Co. G., 13th Inf.
Fort Jackson S. C.

Pvt. Elia W. Coceres
567 T. School Squadron Sp. Flight
Room 502 - Atlantic City, N. J.

Pvt. Phillip Caldwell
413 Tech. School Squadron
Flight 174, Keesler Field
Biloxi, Miss.

Pvt. Mario Casablanca
503 Q. M. Co. (Car)
Camp Breckinridge, Ky.

Pvt. M. Sanchez Casariego
Reg. Hqu., Btry 508th C.A.A.A.
Camp Stewart, Ga.

P.F.C. Thomas Clarke, U.S.N.C.
Unit 600 - c/o Postmaster
San Francisco, Cal.

Pvt. Romulo Calon
Co. A 8057 D Bn.
A. P. O. 572 - New York City

Pvt. Wm. P. Connery
352 Army Air Base Squadron
Great Falls, Montana

Pvt. Anthony Cortale
1st Bat. 154th Inf. 31st Div.
A. P. O. No. 31
Camp Shelby, Miss.

Kenice Dalton, A. S.
23rd Reg., 36th Bn. Co. 1598
Camp Green Bay, U.S.N.T.S.
Great Lakes, Ill.

Francois Daronnat
c/o P.A.A.A.L.O.
4408 Chrysler Bldg,
New York City

Corp Frank Daunt
N. C. O. School
Camp Wheeler, Ga.

Sgt. Gerald DeFobbia
Btry. C., 903 F. A. Bn., 78th Div.
Comp Butner, N. C.

Pvt. N. DeStefano
A.A.F.T.T.C.
95 TSS TS 1368 - BTC No. 4
Miami Beach, Fla.

Capt. Frank Dillon
Administration Bldg.
S. F. P. E. Oakland Branch
Oakland, Calif.

Pvt. Leo Dillion
462nd Eng. Depot. Co
Camp Bawil, Texas

St. Sgt. George Domenici
Quartermaster Section
Station Complement, N. Y. P. E.
Fort Dix, N. J.

Pvt. Carmine Donadio
A.S.N. 32342352
Infantry Unassigned
A.P.O. 3014 - c/o Postmaster
New York City

Capt. C. K. Dwinell
c/o Postmaster - A.P.O. No. 643
Miami, Fla.

Auxiliary O. Eckerson
17th Co., 3rd Reg., WAAC
Ft. Des Moines, Iowa

Corp. A. L. Esslinger, No. 32164463
Btry. "B" 96th C. A. (A. A.)
A.P.O. 960 - c/o Postmaster
San Francisco, Calif.

Fernandez Esteves
A. P. O. 815, Box 56
c/o Postmaster, New York City

Corp. C. A. Fahey
U. S. M. C., Unit 725
c/o Postmaster, California

Pvt. Stanley Feldstein
Platoon No. 699, 7th Separate Recruit
Bat. Fleet Marine Force
U. S. Marine Corps
New River, N. C.

Pvt. Porfirio E. Ferra
Box 2601, U. S. Army
Washington, D. C.

Pvt. Richard Fitzgerald
Ft. Hamilton, New York

Pvt. Joseph Ryon
29th Ordnance Co.
Aberdeen, Md.

Pvt. Robert Sorason
Air Communication Squadron
APO 858, c/o Postmaster
New York City

Pvt. Al Schochelbauer
473rd Eng. Maint. Co.
Camp Gordon, Ga.

Pvt. Ludwig Schmidt
Co. K. QMTR - T 281
Camp Lee, Va.

William H. Schulze
32329703 - Battery "C"
123rd Field Artillery Battalion
A.P.O. 33
Fort Lewis, Washington

Corp. Bernard Schuster
18th Co. 3rd Stu. Tr. Reg.
Fort Benning, Ga.

Lt. Sam Smartt
Lookout Mt.
Chattanooga, Tenn.

Pvt. D. Smith
363TSS, Bk 232
Scott Field, Ill.

Sgt. Robert L. Smith
Battery B, 593rd, F.A.B.N.
Fort Huachuca, Ariz.

Pvt. Harold Spinck
Squadron 998 T.S.S. (S.P.) Flight D
Atlantic City, N. J.

Pvt. Herman Steingruber
32524651
Co. C., 7th Bn., E.R.T.C.
Fort Belvoir, Va.

Corp. John Sullivan
350 C. A., Battery A.
Barrack 2
Eustis, Fla.

P.F.C. S. Swenson, 32094455
27 Car. Recon. Troop, A.P.O. 960
c/o Postmaster, San Francisco, Cal.

Lt. D. M. Tara, Jr., O-383251
Co. B, 1st Bn., 71st Inf., U. S. Army
A.P.O. 980 - c/o Postmaster
Seattle, Wash.

Pvt. Vernon S. Taylor
Headquarters & Headquarters Sq.
Room 111
Atlantic City, N. J.

Corp. J. Telesca
U. S. N. C. Unit 345
c/o Postmaster, San Francisco, Cal.

O. C. John H. Temple
7th Co., 2nd S.T.R.
Harmony Church Area
Fort Benning, Ga.

Pvt. Charles Thommes
104th Cavalry, Troop B
Indiantown Gap, Penn.

Valentine Toomey
U.S.S. Alchita, 2nd Division
c/o Postmaster, New York City

Pvt. Amedee Valentin
H. Q. Btry 91 Z, F. A. Bn.
A. P. O. 88
Camp Gruber, Oklahoma

Pvt. Gustav Van Hamme
Hq. Battery, 102nd Sept. Bn.
A. P. O. 921
c/o Postmaster, San Francisco, Cal.

R. R. Volk
Hq Squadron, 15th A. B. Group
Albrook Field
Canal Zone, Panama

Pvt. Salvatore Volpitta
628 Tank Destroyer Bn.
Camp Livingston, La.

Lt. Harry Walters
73rd Fighter Squadron, A.P.O. 959
San Francisco, Cal.

Pvt. John Ward
Pilot Replacement Center
Squadron 5, Flight A
San Antonio, Texas

Pvt. Joseph Wawrzenski
165th Field Art.
Battery B, 44th Division
Fort Dix, N. J.

Pvt. Willie J. Webber
Co. E., 119th Inf. - A. P. O. 30
Camp Blanding, Fla.

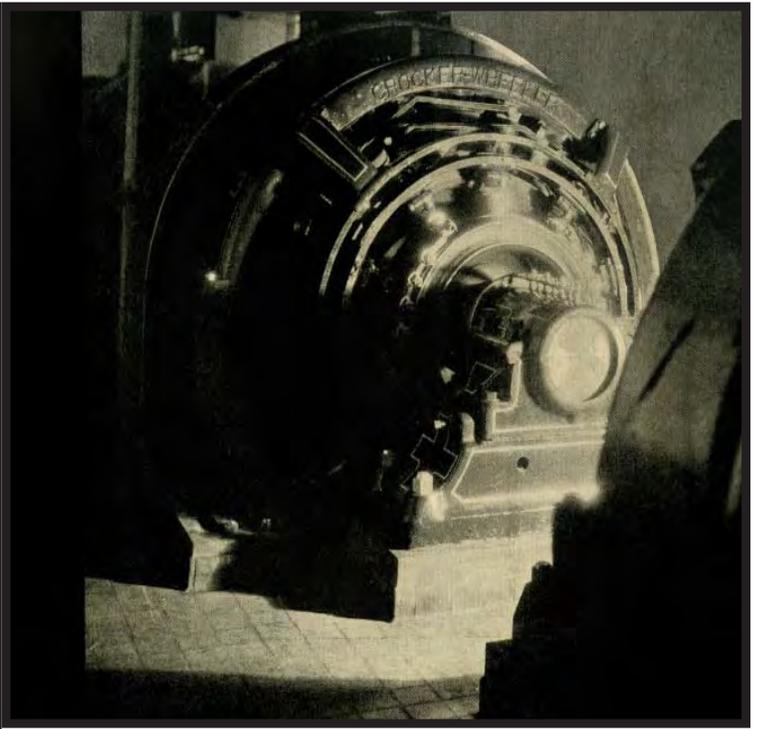
Pvt. William Willett
Station Hospital
Fort Lewis, Tacoma, Wash.

Pvt. Nicholas Witiak
Co. B, 29th Inf.
Fort Benning, Ga.

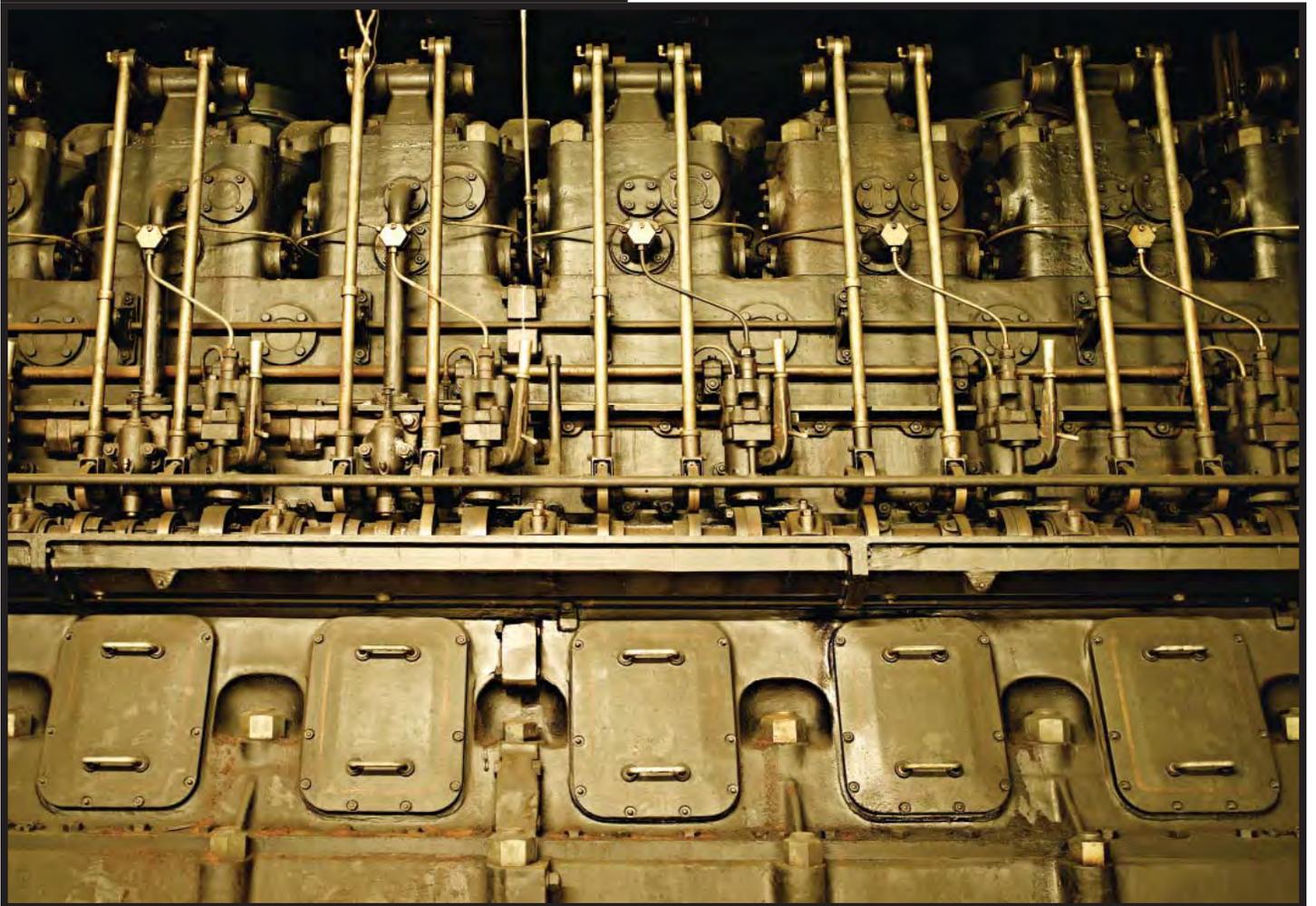
P.F.C. Victor Wolff
3rd Bat., Platoon G. 1, U. S. M. C.
Parris Island, S. C.

Corp. Charles A. Yetkosky
A. 5 - 32091861
Battery A, 94th F. A. Bn.
A. P. O. 254
c/o Postmaster, Los Angeles, Cal.

Corp. Charles Yost
32089904 N. S. Co.
42nd Eng. Reg. - A. P. O. 946
c/o Postmaster, Seattle, Wash.



On the left is Ralph Hitz's son with the hotel generator, also seen in the top right. Below is the power generator.



Technological Achievement

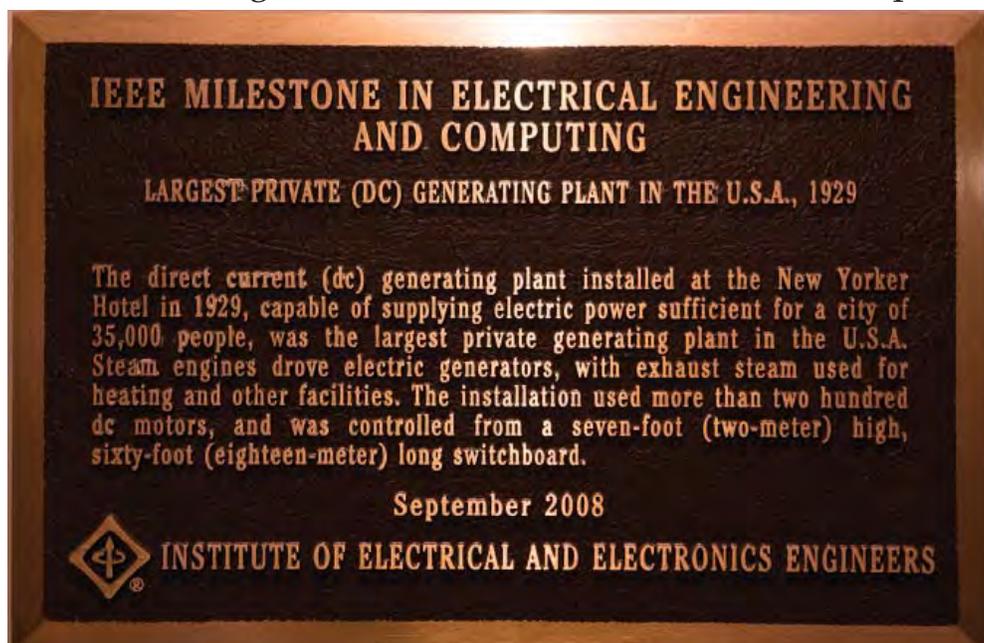
The New Yorker Hotel was famous for being ahead of the curve technologically from the moment the hotel was built.

Rather than outsource power from a third party, The New Yorker had a power plant built into its basement. Four steam engines powered by a massive diesel engine were used to power the hotel. The plant had enough juice to power three times what it took to keep the lights on in The New Yorker. It was built with the expectation that nearby buildings would pay the hotel to supply them power. A monstrous 60 foot switchboard controlled each of these engines.

What made the hotel's power system so impressive was its dependency on cogeneration. The steam engines produced a large amount of high pressure steams. While most steam engine powered machines just dispose of the steam, this plant would absorb the steam and repurpose it into preheating hot water and heating radiators. This allowed the hotel to perform at three times the efficiency it normally would.

The engines powered their hotel until the end of their service life in the late 1960's, and at that point steam technology from Con Edison had become much more efficient. The plant was retired and still remains in the depths of The New Yorker today.

Below is a milestone award given to The New Yorker Hotel for the power plant in 2008.





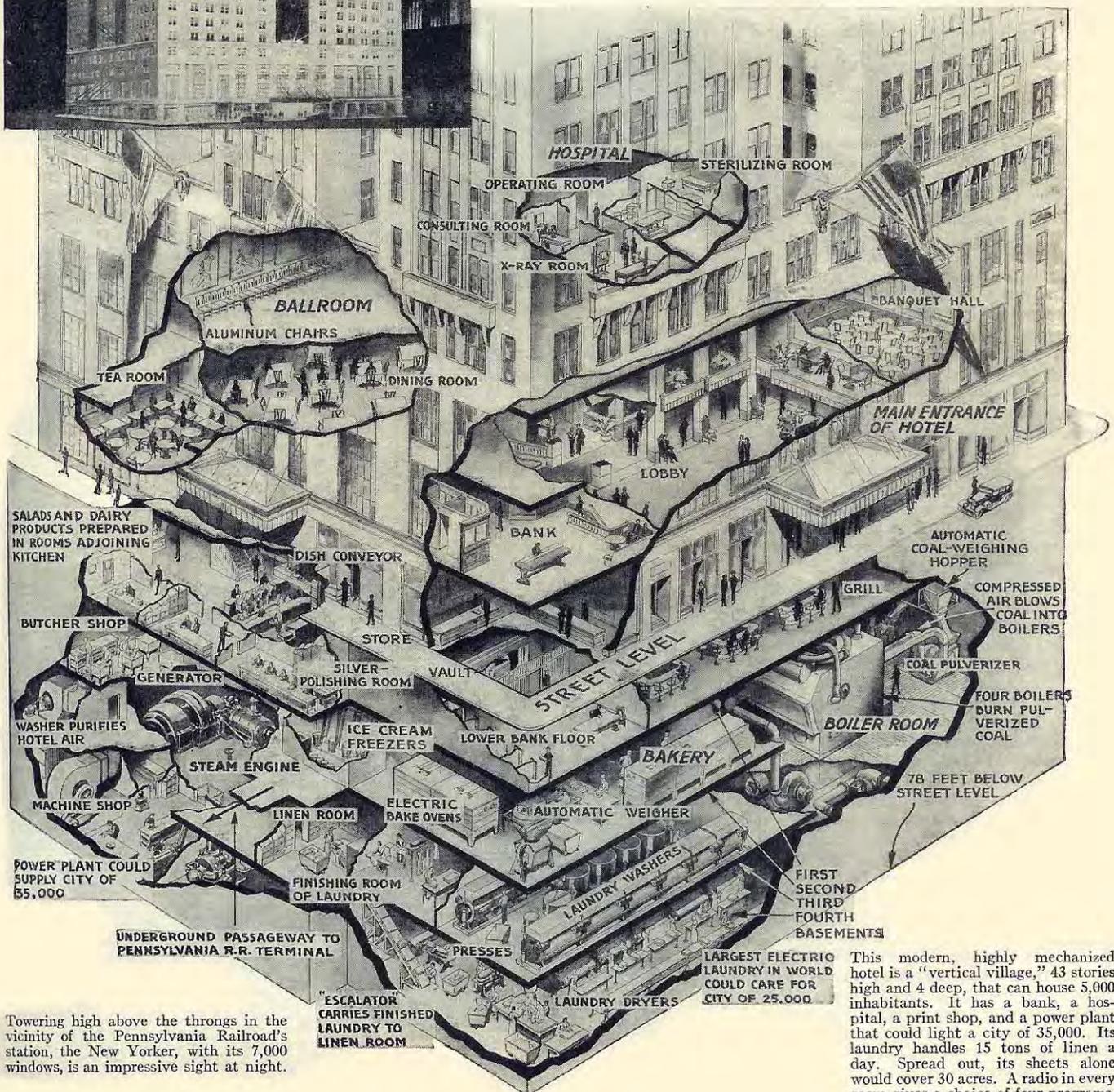
at eleven in the morning—mostly sheets and pillow cases. All had to be laundered before they were used. Between one and two in the afternoon, the last piece was on its way up an “escalator” or moving runway that takes it to the linen room. In a working day the laundry can handle 130,000 pounds of linen—a little more than its daily requirements. Bed and table linen make a hotel’s wash enormous. The New Yorker’s 52,000 sheets alone would cover thirty acres of ground.

Through an open door we saw busy chefs cooking on the kitchen’s thirty-eight sectional gas ranges. In the bake shop was an automatic weigher, measuring out in-

gredients from a hopper behind two electric ovens. We ducked beneath an overhead chute of gleaming copper. Trays of dishes glided along it, propelled by some unseen force, on their way to the dishwashing room. They switch around corners through an ingenious system of moving belts and enter the dishwasher—a metal contrivance eight feet long that handles 12,000 pieces of china an hour.

“Diners don’t know what work goes on behind the scenes so that they may eat,” Lewis said. “There’s even more to it than this. A couple of unsung heroes worked fifty hours without sleep, not long ago, printing menus in the print shop”.

Emerging from the basements, we paused in the lobby. In a space surrounded by elevators marked “Local” and “Express,” an employee manipulated buttons on a control stand. He dispatches the elevators as a train dispatcher controls railway trains. Forty-three stories of “vertical traffic,” as (Continued on page 141)



Towering high above the throngs in the vicinity of the Pennsylvania Railroad's station, the New Yorker, with its 7,000 windows, is an impressive sight at night.

This modern, highly mechanized hotel is a "vertical village," 43 stories high and 4 deep, that can house 5,000 inhabitants. It has a bank, a hospital, a print shop, and a power plant that could light a city of 35,000. Its laundry handles 15 tons of linen a day. Spread out, its sheets alone would cover 30 acres. A radio in every room gives a choice of four programs.



An early feat of technological achievement can be seen above with the hotel's switchboard, which was the largest in the world at the time. Ninety-five operators controlled the boards that were responsible for 3,200 phones.

Left is an excerpt from a 1930 issue of *Popular Science Monthly*, showing a cutaway of The New Yorker Hotel's features just shortly after the hotel opened. The bank, Penn Station tunnel, and boiler systems can all be seen.

Ask for a ROOM
with
TELEVISION!



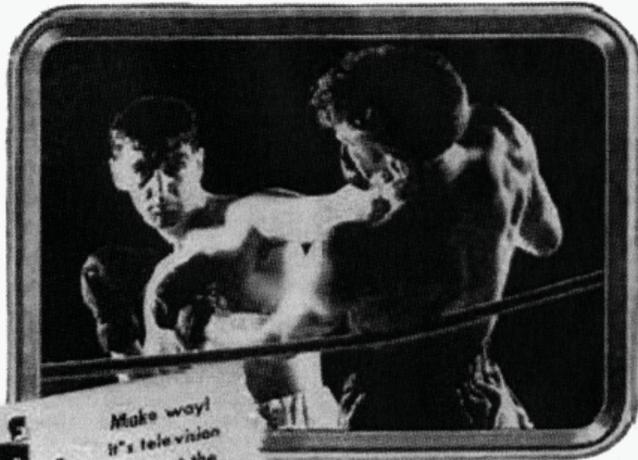
Television sets, with FM-AM radio reception, are ready to welcome you in 100 New Yorker bedrooms and suites. You can now enjoy a "front row" seat for televised sports and entertainment or relax to fine FM radio programs, in the privacy of your bedroom. Experience the pleasurable comfort and service at The New Yorker. And, for an additional charge, enjoy a room with television!



Another Service First!

TELEVISION

Comes to Hotel New Yorker!



Make way!
It's television
time at the
New Yorker!

Everybody's talking
about television at
Hotel New Yorker!



With television—
naturally, we're
heading for the
New Yorker!



Extra!
New Yorker's
first again!



TRIUMPH for Hotel New Yorker! Television—a *permanent* service never before offered to the public . . . the thrill of sound and sight come to life . . . yours to enjoy as guests of Hotel New Yorker.

It's new—it's thrilling—it's RCA-Victor Television—at your service!

The famous Manhattan Cocktail Lounge is now equipped with four television screens. Additional sets are available in ballrooms, private dining rooms, parlors. It is contemplated to extend this service to private rooms.

But this is just the beginning! More innovations are on the way—a promise of finer service for everyone.



Hotel NEW YORKER

Frank L. Andrews, President

34TH ST. AT EIGHTH AVE., NEW YORK 1, N. Y.
DIRECT TUNNEL CONNECTION TO PENNSYLVANIA STATION

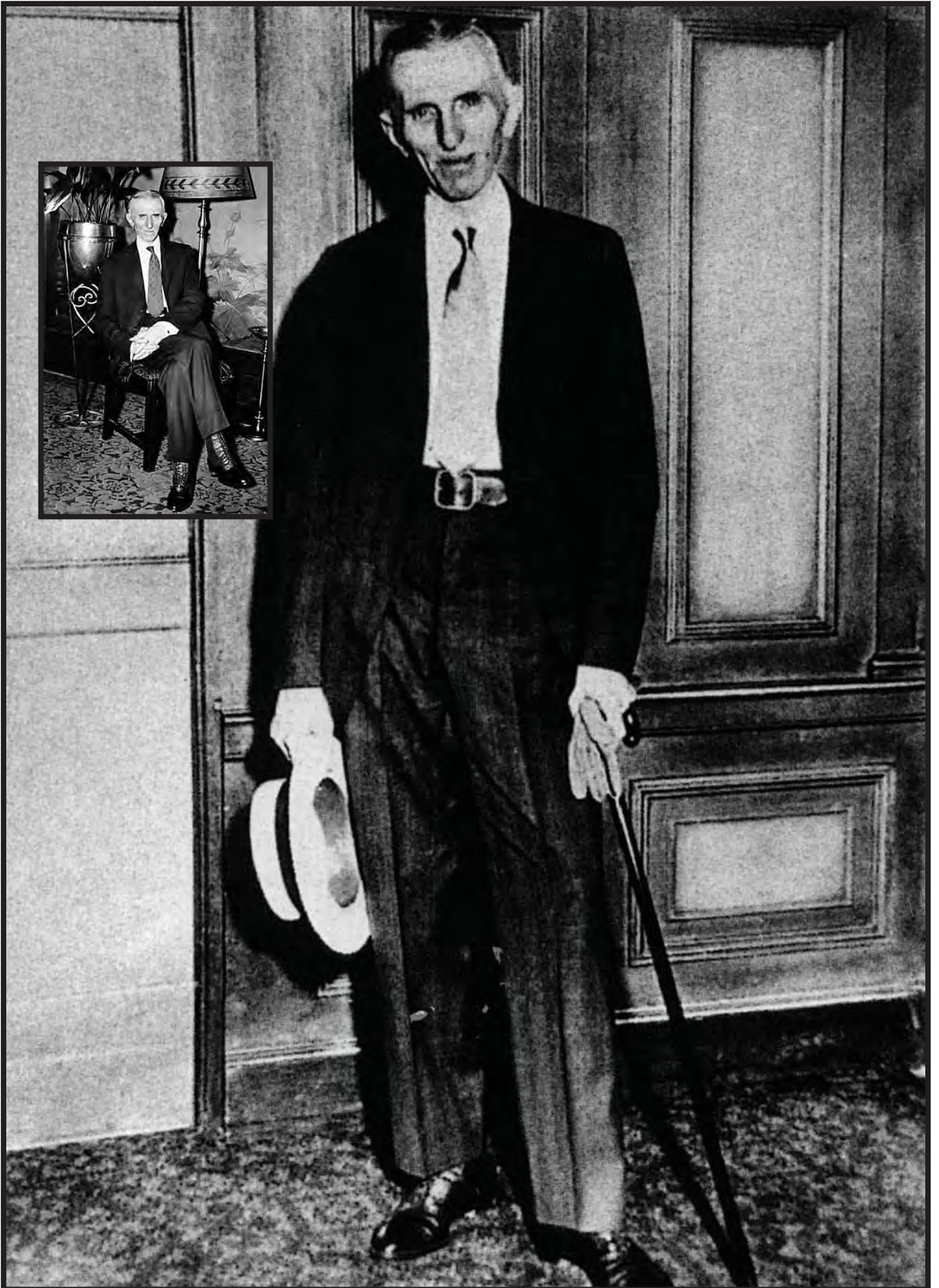
Advancements

Somewhere in between a time when dinosaurs roamed and present day, there was a period of time where people actually didn't have televisions! In these ancient times, many hotels didn't have anything in rooms to keep guests occupied, but that wasn't the case at The New Yorker Hotel.

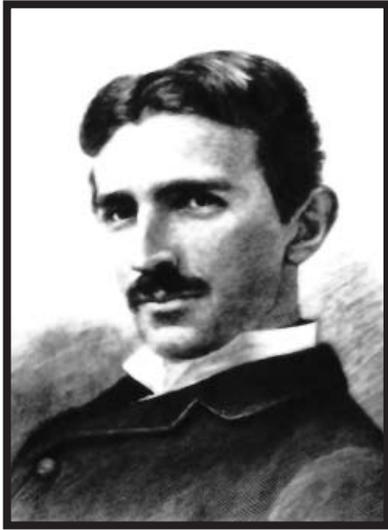
A \$250,000 radio system gave guests entertainment and diversion in their rooms. They had access to four different programs thanks to 25 miles of wire carrying them to the 2,500 speakers in various rooms. But as the years went on, radio began to be surpassed in popularity and demand by the television, and any modern moving people realized the coming change.

The New Yorker Hotel once again made a technological advancement by becoming the first hotel to install televisions in guest rooms and suites. In 1948, more than 200 rooms were wired with televisions, with the sets being operated by a control room on the 41st floor. The room controlled the channels and provided a "perfect" picture, while the guest could control the sound.

The New Yorker Hotel was known for great achievements with technology, and this event was another accolade on their resume. Little did they know that just 70 years later, people would have telephones with the same screen size in their pockets.



Tesla Moves In

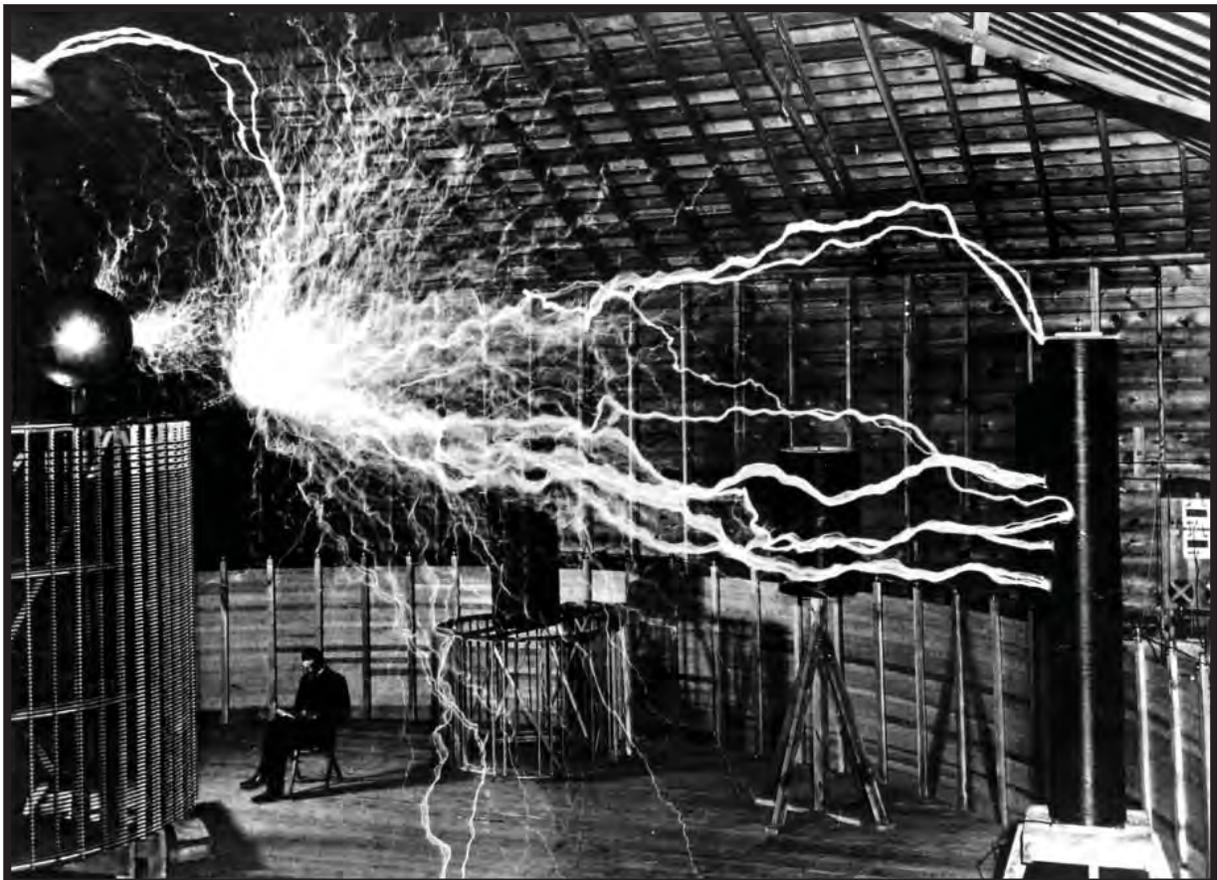


Despite all the musicians and politicians and doughnut queens who have come through the doors of the New Yorker Hotel over the years, the most fascinating guest was actually a resident and he stayed for 10 years.

Nikola Tesla, the Serbian-born electrical pioneer, lived in rooms 3327 and 3328 of The New Yorker Hotel from 1933 to until his passing on January 7th, 1943.

In his prime Tesla was perhaps more famous than Henry Ford or Thomas Edison. He hosted astonishing demonstrations of a high-voltage apparatus known as Tesla Coils with many of the attendees leaving in terror. Tesla was certainly one of the more idiosyncratic guests ever to stay at The New Yorker Hotel. He required that everything he dealt with be in numbers divisible by three, whether it was napkins, towels or slices of bread.

Even his room number 3327 had significance, three to the third power being twenty-seven.

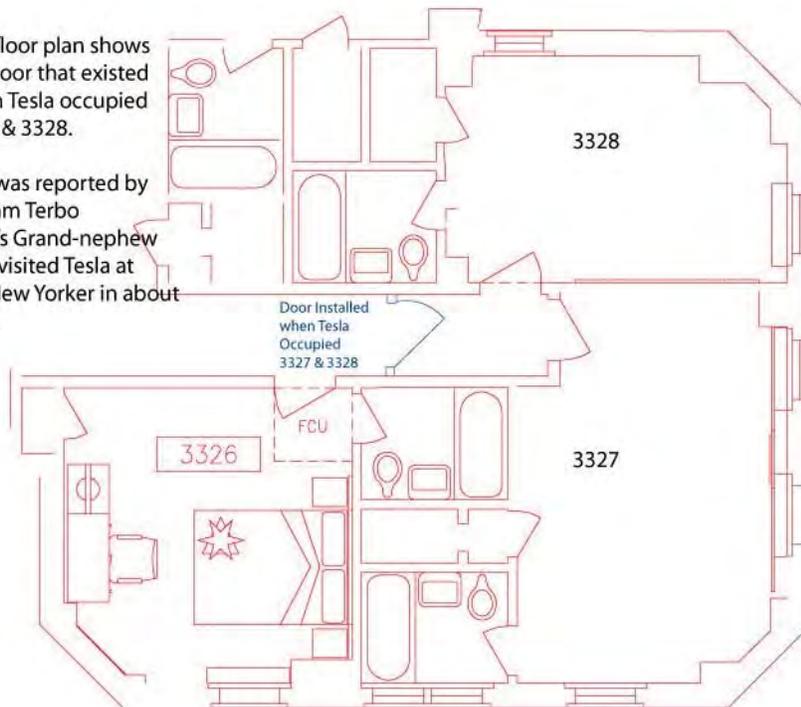


Tesla sits next to his coils in Colorado Springs, 1899



This floor plan shows the door that existed when Tesla occupied 3327 & 3328.

This was reported by William Terbo Tesla's Grand-nephew who visited Tesla at the New Yorker in about 1941.



N
O
R
T
H

North East
Corner of
Building



Tesla invented the system of AC power that we use today, including the AC generator, AC motor, and the method of transmission of power. The great hydroelectric power plant at Niagara Falls was one of Tesla's most famous projects and the largest AC power plant at the time of its construction.

Tesla first came to America to present Thomas Edison with what he believed was an improved version of Edison's DC power system. When Edison rejected Tesla's AC system, he then began to shop the idea and eventually had a fateful meeting with George Westinghouse. Westinghouse purchased the rights to Tesla's AC plans and eventually prevailed over Edison's DC system in what was known as the "The War of The Currents."

Years after Tesla left Westinghouse and eventually went broke, Westinghouse helped him move into The New Yorker, paying his rent and an additional \$125 monthly allowance. Original documents regarding Tesla's allowance can be seen on the following pages.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY

FROM Executive Office, New York

DATE January 5, 1934

SUBJECT

*Mr. Remondy
Mr. Phillips,
clean up my
redirection
J.S. Merrick
1/31/34*

7/5/34

Mr. F. A. Merrick,
President,
East Pittsburgh.

Mr. Nicola Tesla has handed to me the enclosed signed copy of your letter to him dated January 2nd regarding his retainer.

As Mr. Tesla is apparently in-need of funds, I have advanced to him my personal check for \$125 covering the month of January. Therefore, I would appreciate it if you will have the Treasurer send me a check for that amount.

Charles G. Terry
Hon. Vice President.

*OK
Fall
& Jansen*

V0325041

*8001-819
part W.Cope
(120 changed to 819
per phone Mr. Cope)
1-11-33. JBC.*

Mr. Merrick's Office -(Miss O. Smith,) requested that this agreement be kept confidential, and not given out to anyone other than those necessary to make payment.

J.A.M. 1/26/34

VALUABLE PAPER No
OFFICIAL C

RETURN TO AUDIT

2200

WESTINGHOUSE
ELECTRIC & MANUFACTURING COMPANY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.



January 2, 1934.

Mr. Nicola Tesla,
Hotel New Yorker,
8th Avenue at 34th Street,
New York, N. Y.

Dear Sir:

Confirming conversation had with you
by Mr. Terry, you agree to act in the capacity of
Consulting Engineer for the Westinghouse Electric
& Manufacturing Company in matters relating to
electrical engineering at a compensation of
One Hundred Twenty-Five Dollars (\$125.00) per month,
for such period as may be mutually agreeable.

This arrangement may be terminated at
any time by written notice given by either party to
the other one month in advance.

Yours truly,

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY

By L. L. Lawrence
President.

ACCEPTED:

By Nicola Tesla

P. S. Received from Ches. A. Terry
check for January 1934.

N. T.



President Boris Tadić of Serbia (left) and President Stjepan Mesić of Croatia (right), both sitting heads of state, shake hands in front of the Tesla Plaque prior to attending a press conference in the Sky Lounge at The New Yorker Hotel on September 21, 2006. The plaque in full can be seen on the next page.



**HERE DIED, ON JANUARY 7, 1943.
AT THE AGE OF 87, THE GREAT
YUGOSLAV-AMERICAN SCIENTIST-INVENTOR,
NIKOLA TESLA, WHOSE DISCOVERIES
IN THE FIELD OF ALTERNATING ELECTRIC
CURRENT ADVANCED THE UNITED STATES
AND THE REST OF THE WORLD INTO THE
MODERN INDUSTRIAL ERA.**

**YUGOSLAV-AMERICAN BICENTENNIAL
COMMITTEE, JANUARY 7, 1977.**

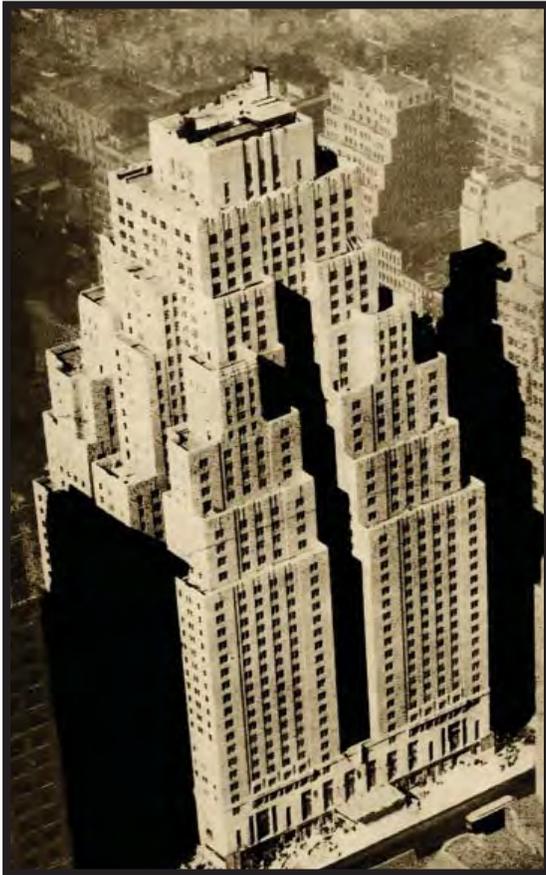
During Tesla's final ten years living at The New Yorker Hotel, he lived in relative obscurity with little means. He spent time every day in Bryant Park in the company of his beloved pigeons and was said to feed pigeons from the windows of his room.

Upon his passing, the US government's Alien Property Custodian office took immediate possession of his papers and property, despite his US citizenship. His papers were declared "Top Secret" and their contents remain a mystery until this day.

The New Yorker is unique in Tesla History because the location is intact much as it was when Tesla lived here. Tesla lived here 10 years, longer than any other place except the home in his birth place of Smiljin. We believe that Tesla chose to live here because at that time The New Yorker Hotel was one of the most technologically advanced buildings in the world, and it is very likely that Tesla often visited The New Yorker's giant power plant 70 feet below ground which has been designated a milestone in engineering by the IEEE.

Many guests from around the world request room 3327, hoping they may feel a spark of Tesla's presence during their stay.

The Sign



The letters hanging high above The New Yorker have become synonymous with this hotel. What's surprising is that despite all the rich history this era brought us, the sign wasn't erected until right before the Novolescence renovation near the end of the 1940's.

Consider the sign as the cherry on top and the history that came before it as the whole cake. The hotel was an iconic part of New York City and the sign brought it full circle, giving The New Yorker Hotel a place in the city skyline forever.



TIMELINE

1948-1950: A two year \$2 million renovation advertised as “NOVOLESCENCE” occurs at the rate of 20 rooms per five-day week. This Novolescence renovation also takes place at six other properties in the National Hotel Management Co.

1951: The New Yorker Hotel president Frank L. Andrews appoints Gene Voit as general manager of the hotel.

1953: The Hilton Corporation purchases The New Yorker Hotel for \$12.5 million, just over half of the original investment in 1929.

1956: Hilton sells The New Yorker to Joseph Massaglia Jr. for \$20 million due to an anti-trust suit by the federal government. Charles W. Cole is appointed as General Manager.

1958: Window air conditioners are installed in 435 rooms from the 9th to the 14th floor at a cost of about \$220,000.00.

1958: From late 1958 to early 1959 Con Ed electrical transformers are installed in some of the old coal bins under the 35th street sidewalk. A new AC power room is also installed.

1959: Joseph Massaglia sells The New Yorker Hotel to New Yorker Towers Ltd, a syndicate headed by Alexander Gross realty investor and hotel operator, and Charles W. Cole, the former general manager.

1963: Fred A. Roozen is named vice president and general manager of The New Yorker Hotel, Alexander Gross is president of The New Yorker Towers Ltd.

1966: On May 13th, New Yorker Towers Ltd files for bankruptcy. The total indebtedness is about \$21.5 million including seven mortgages on the property. Alexander Gross is replaced as chief executive by Stephen Mandel, VP.

1966: Between April 1966 and December 1967, The New Yorker is run by court-appointed receivers.

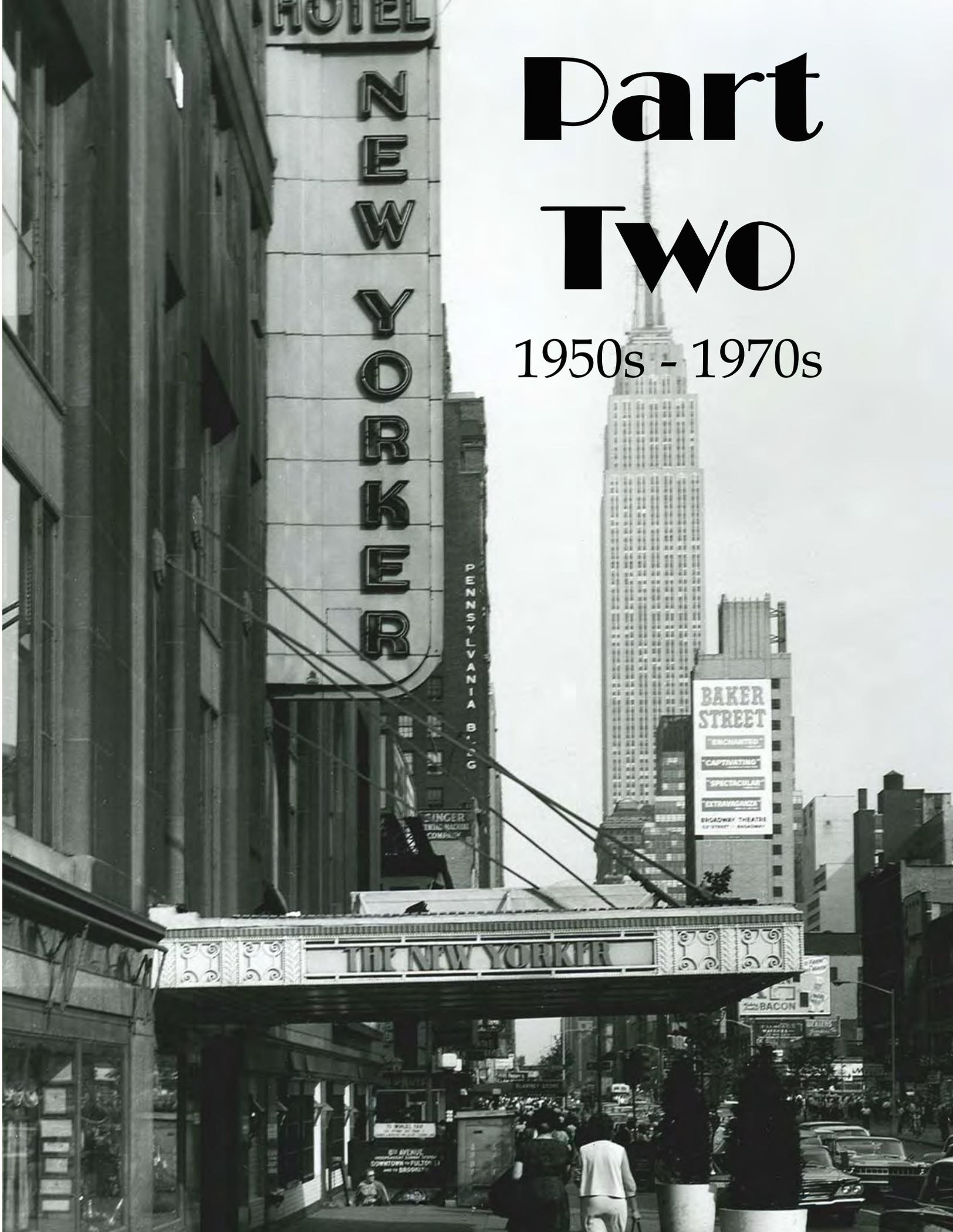
1967: The Historic Power Plant reaches the end of its service life and is shut down. In December 1967, Hilton, still holding a \$5.1 million second mortgage on the property, begins foreclosure proceedings and buys the hotel at auction for \$5.6 million and assumes various debts including \$4 million owed on the first mortgage to the Equitable Life Insurance Company.

1972: On April 19th, Hilton closes The New Yorker Hotel. The building is sold in late 1971 for about \$13.5 million to the French and Polyclinic Medical School and Health Center, which expects to complete conversion and open the building as a 749 bed hospital by late 1974. The entire conversion project is projected to cost \$35 million.

1973: Stanley Salmen, the President of the French and Polyclinic Medical School and Health Center resigns due to imminent bankruptcy largely caused by the purchase of The New Yorker Hotel building. Ownership of the property reverts back to the Hilton Corporation.

Part Two

1950s - 1970s



NOVOLESCENCE

The Reason Why Our
Hotels Are Always New



In Cincinnati **NETHERLAND PLAZA**
William O. Seelbach, Manager. 800 Rooms, starting
as low as \$3.00.



The new Pavillon Caprice, where smart Cincinnati sips, sups, steps, in a brilliant setting of crystal and chromium.

In New York **HOTEL NEW YORKER**
Frank L. Andrews, Manager. 2,500 Rooms, many as
low as \$3.00.



The new Terrace Restaurant, vivid, gay, where New York meets for dinner and supper dancing.

In Detroit **THE BOOK-CADILLAC**
J. E. Frawley, General Manager. 1,200 Rooms, \$3.00
and up.



The new Cafe Cadillac, where perfect food and drink are served in a club-like atmosphere.

In New York **HOTEL LEXINGTON**
Charles E. Rochester, Manager. 801 Rooms, from \$3.



The new Silver Grill, charming, intimate, a favorite rendezvous on New York's smart East Side.

In Dayton **HOTEL VAN CLEVE**
H. F. Stevens, Manager. 300 Rooms, from \$2.50.



The new Pine Room, refreshingly simple and in good taste, a favorite spot for quiet luncheon or dinner.

In Dallas **THE ADOLPHUS**
Otis M. Harrison, Manager. 825 Rooms, starting at \$2.



Newly decorated guest rooms combine the charm of a long-established hotel with modern comfort and convenience.



We've coined a new word for a new idea in hotel management—"Novolescence"—just the opposite of obsolescence. We don't allow our hotels to grow old—ever. Instead, we manage each year to make them better properties than they were the year before—*actually!*

We believe (in fact, we know from experience) that a better hotel results from spending \$50,000 during each of five years for permanent improvements—than from waiting five years and spending a lump sum of \$250,000. That is why guests, returning from time to time, always find something new to greet them. A new restaurant in this hotel. An old one rejuvenated in another. A public room completely refurnished. Guest rooms redecorated. And there is always that newness which the constant use of paint and soap and polish brings to light. Further, with six hotels,

we're always in a position to use one as a "proving ground"—and, if an innovation is well received, we put it into effect with all. In fact, many pleasant hotel customs in general use today originated with us. We never rest. We never stop working. We never cease thinking of you.

That's why our hotels always look as though they'd just been opened this morning. That's why they become better year by year. That's why our personnel is always alert, our service always eager. With us *novolescence* is an obsession—and our guests sense it the minute they step through our doors. And until we modestly bill them goodbye!

Hotels directed by **NATIONAL HOTEL MANAGEMENT CO. INC.** Ralph Hitz, President

Chicago Office: 77 West Washington Street

Washington Office: 830 National Press Building

NOVOLESCENCE

New Yorker President Frank L. Andrews was a visionary. He wanted to keep The New Yorker as technologically modern as possible. He brought in the “most televisions under one roof” and even brought in air conditioning to every room, and the hotel benefited greatly.

But all great visionaries make mistakes. Steve Jobs had to be fired from Apple before he could invent the iPod. For Andrews, his failure was Novelescence.

Between 1948 and 1950, a \$2,000,000 renovation advertised as “NOVOLESCENCE” occurred at the rate of 20 rooms per week. To modernize the hotel, the classic and stunning art deco style interior was covered or replaced by the plastic, aluminum and polyester of the 1950s.

One of the greatest losses was the disappearance of 26 murals by the noted artist Louis Jambor, located on the walls of the second floor ball room’s foyer and mezzanine. These murals can be seen as the background of black-and-white photos of events in the ‘30s and ‘40s. As of 2017, nobody knows whether they were removed or covered.

The murals, and the rest of the Art Deco style the hotel had during this time, gave it character and meaning. The murals were iconic. You can tell The New Yorker was something special at this time just by looking at photos of the lobby. It had a feel that was unmatched by other places in the city.

After Novolescence, The New Yorker Hotel was just another place. It was drowned by the times.

The Novolescence renovation was done before people realized that this city had architectural feats that were famous and historic to people all around the world. It took the demolition of the original Pennsylvania Station in 1963 for the New York City Preservationists movement to emerge. People quickly realized that the classic art deco and Beaux-Arts architecture of the great buildings built in Manhattan in the early twentieth century needed to be saved, and began to protect places such as the Empire State Building and Grand Central Station.

Everything that happened to The New Yorker after Novolescence may have been karma for ruining the hotel. This era was filled with ownership changes and multiple bankruptcies, and the fate of The New Yorker by the end of the 1960’s was unknown.



NOVOLESCENCE*

means convenience!



TELEVISION is but one of the many reasons why the New Yorker is a bargain-buy among New York hotels. Add to this its greater convenience, service and continuing program of novolescence and you'll understand its popularity!

HOTEL
NEW YORKER

Frank L. Andrews, President
34th St. at 8th Ave., New York, N. Y.

*Novolescence -- a word coined to describe our \$2,000,000 improvement program: new decor, new furniture, new value.

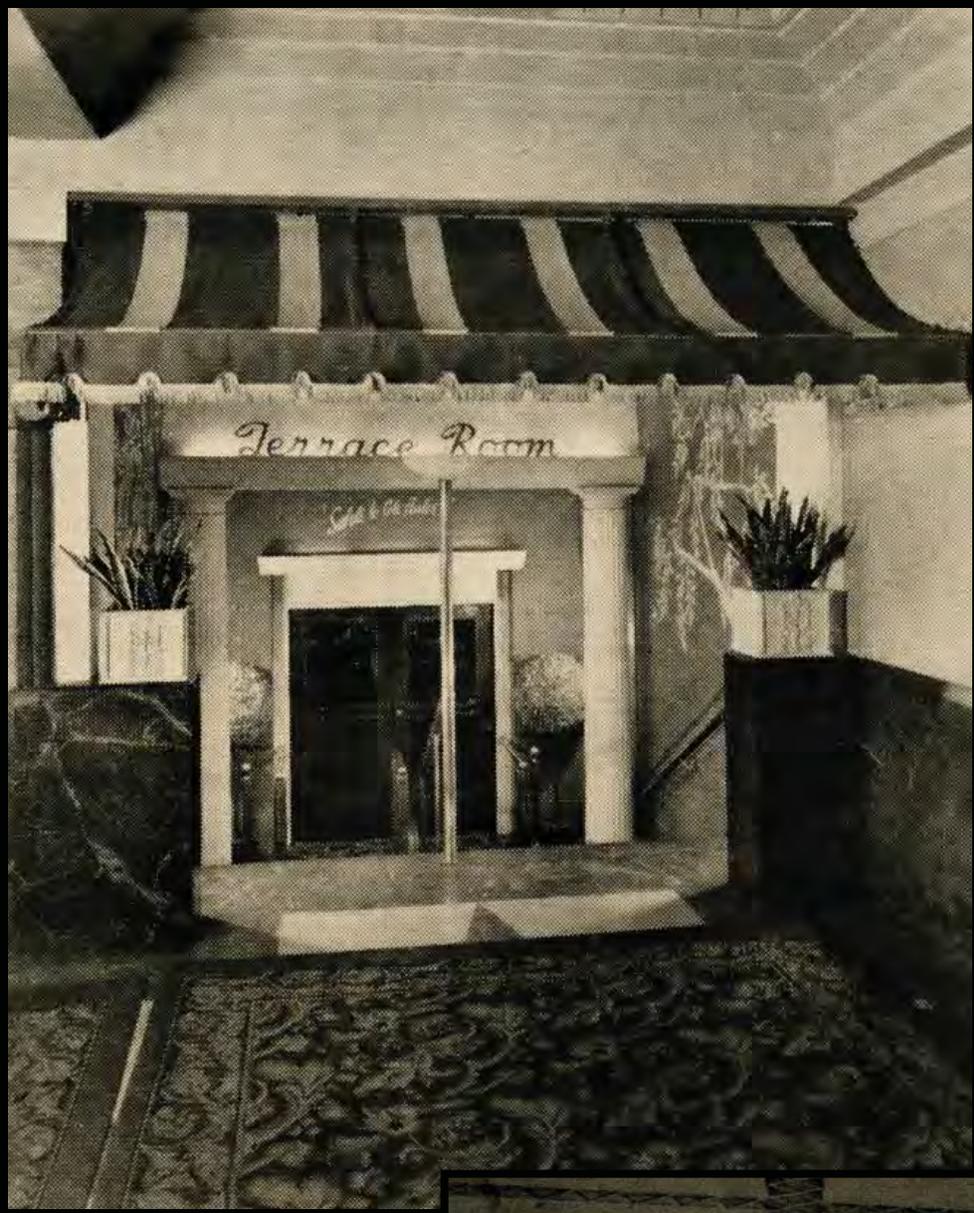
On the left are side by side comparisons of the grand ballroom, the lobby, and the presidential suite before and after Novolescence. The most disturbing of the changes has to be the lobby. The elegance and mystique of the murals which covered the lobby was replaced with the generic, plastic covered, 50's style lobby in that photo. If you were to walk into both of those rooms today, one would feel like walking into a time machine and stepping out into a place you never thought you'd see, and the other feels like you entered a regional airport that doesn't feel the need to update their lobby because they serve 15 customers per day.



Above is the newly renovated Manhattan Room. One of the few positives of the Novelescence renovation was the new murals placed on these walls, which can be seen on the top right. Unlike the original art deco murals, The New Yorker is in possession of most of these. The murals were created by Aldo Lazzarini and depict "America's Lodestone."

Lodestone means "something that strongly attracts." I guess Aldo wasn't too humble about his work.

On the next page are renovations made to the Terrace Room.



Golden Thread Cafe



Along with the Terrace Room, the Golden Thread Cafe, Coffee House, and Lamp Post Corner were the restaurants at The New Yorker during this period. Golden Thread can be seen on the left, Coffee House at the bottom and Lamp Post can be seen on the following page.



VISIT THESE FINE
RESTAURANTS...

Hotel New Yorker



MANHATTAN ROOM

BAR • COCKTAIL LOUNGE • RESTAURANT

LUNCHEON • COCKTAILS • DINNER • SUPPER

MUSIC AT
COCKTAILS AND
DINNER

LATE DINNER
AND SUPPER
DANCING

**COFFEE
HOUSE**



ESCALATOR TO
LOWER FLOOR LOBBY

**OPEN DAILY
FOR BREAKFAST
LUNCH • DINNER**

QUICK TABLE and COUNTER SERVICE

Fine Food at Popular Prices

**Lamp Post
CORNER**

**RESTAURANT AND
GASLIGHT BAR**

BREAKFAST • LUNCHEON
COCKTAILS • DINNER
AND SUPPER DAILY

-o-
HONKY TONK PIANO
MUSIC NIGHTLY
FROM 9:00 P.M.

PLEASE TELEPHONE FOR

Room Service

SERVING BREAKFAST • LUNCHEON
DINNER AND LATE SNACKS

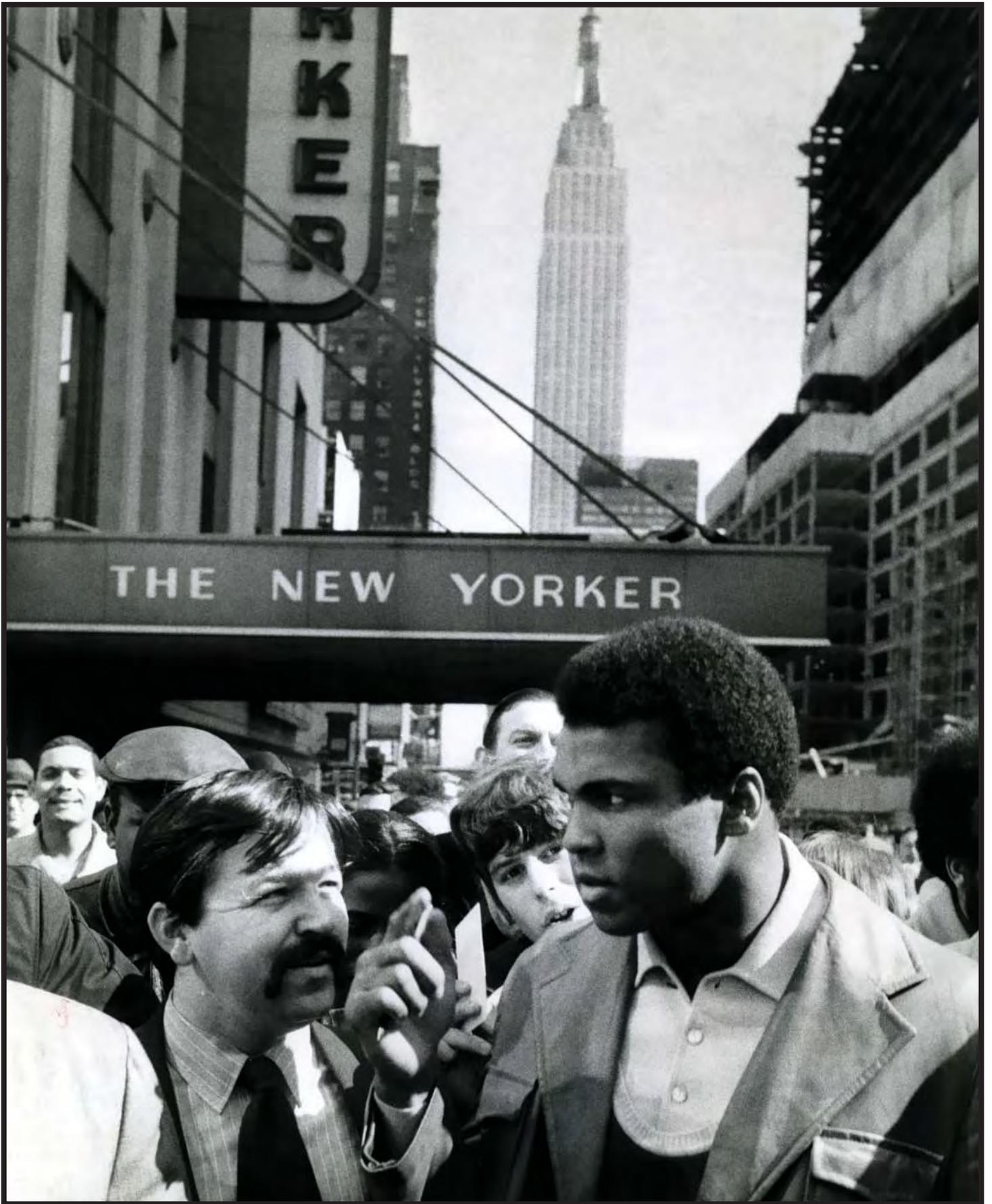


The familiar silhouette of the Hotel New Yorker is a famous landmark on the Manhattan skyline. The moment you step into the beautiful new lobby you begin to sense the feeling of friendly New Yorker hospitality.

The Hotel New Yorker is a forty-three story, 2500-room city-in-itself. Its location near the world's largest shopping center in the heart of Manhattan guarantees easy access to all places of interest to businessmen, sightseers, and shoppers. Transportation is particularly convenient... the West Side Airlines Terminal, Hudson River Piers, and Port Authority Bus Terminal are a short distance away; Pennsylvania Station and subways are accessible by private elevator and underground arcade. Non-stop train connection to the World's Fair, traveling time... 12 minutes. If you're driving, the West Side Express Highway is only four blocks away, the Lincoln Tunnel exits onto 34th Street, and you can arrange with the hotel doorman to have your car kept in the hotel garage at less than average parking lot rates.

PRIVATE TUNNEL TO PENN STATION. NON-STOP TRAIN CONNECTION TO THE WORLD'S FAIR. TRAVELING TIME ... 12 MINUTES

Above is a brochure for The New Yorker around the time of the second World's Fair, including the final known photo of the entrance to the Penn Station tunnel before its closing, and an updated look at the lobby during this period.



Muhammad Ali at The New Yorker

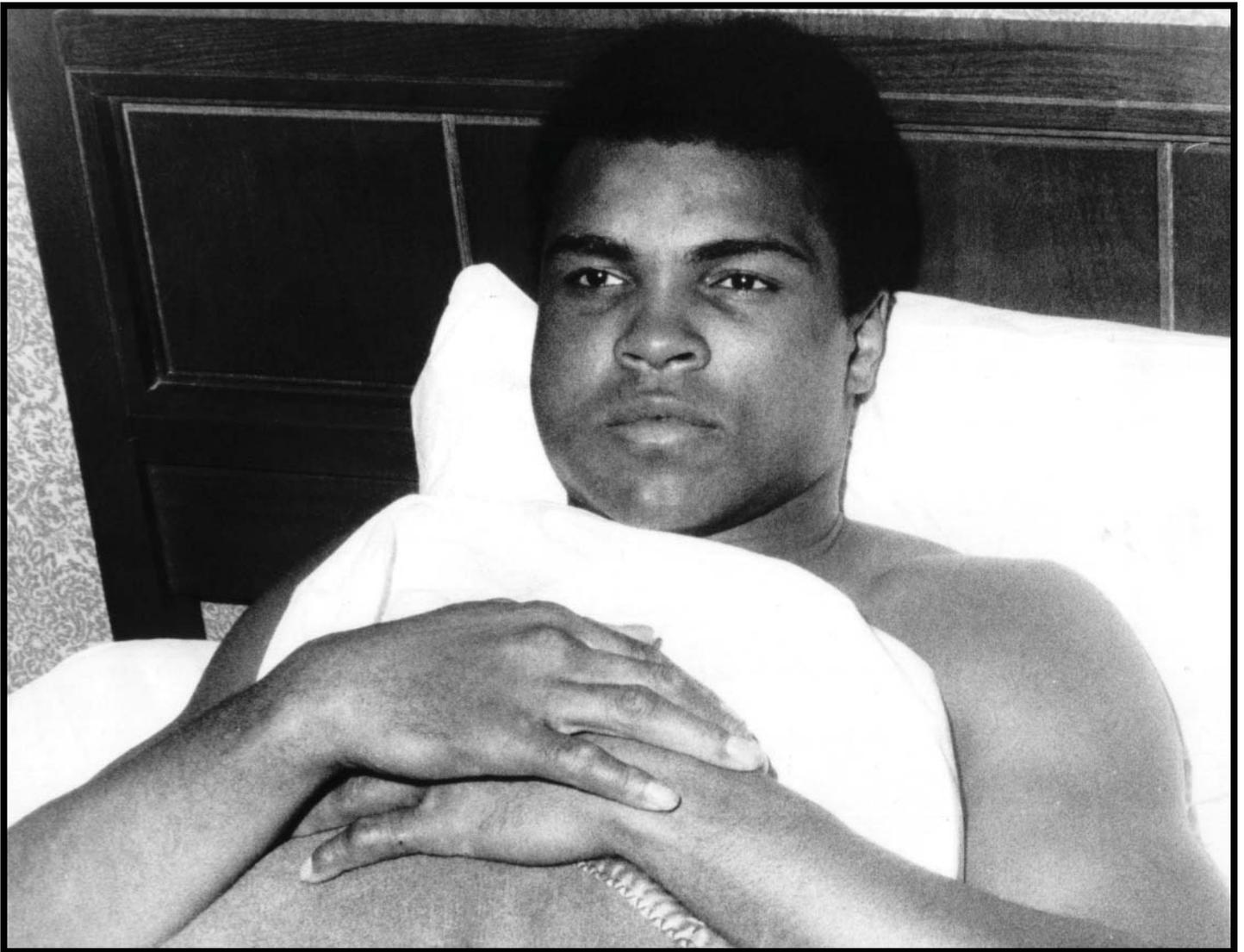
Excerpt from "When The Mountain Came to Muhammad" by Hugh McIlvanney

In the middle of Tuesday afternoon the lobby of The New Yorker Hotel in Manhattan was so crowded that people who wanted to stay on the ground floor were riding in elevators to take a rest from the jostling. One man tried to reduce the crush by elbowing his way through the bodies shouting warnings. "You're creating a fire hazard," he yelled. "Get back! You'll have to move back. Somebody could get killed here." No one moved and he turned away hopelessly. "All this," he said, "for a beaten fighter."

A few minutes later the door of one of the express elevators opened and the beaten fighter stepped out and attempted to make his way to the street within a straining ring of his black friends and attendants. He was taller than almost anyone else in the lobby, so that his disembodied face rode above the swaying crowd, composed and detached, the lips pursed in a patient expression. He remained undisturbed, signing the pieces of paper that were pushed at him, when his protectors had to give up on their first effort to force him through the main doors. The pressure eased when at last he reached the pavement. Most of the mob fell in behind him, scurrying to compensate for the length of his stride. There were at least 200 people with him when he turned out of 8th Avenue into the hard wind of 34th Street on his way to the basement garage of the hotel. A tiny black boy, thin as a stick, was held high in his mother's arms for a glimpse.

"Hey Muhammad, hey Muhammad," he called. Then in desperation: "Hey Cassius Clay." Ali's eyes rolled round slowly in mock rebuke. It took long minutes for the police and his friends to extricate him sufficiently to squeeze him into a black cadillac. "Oh Jennifer," an attractive black girl said to her white friend as the car door closed. "I saw him. I saw him." The white girl laughed. "I touched him." she said.

"Muhammad, you're beautiful," a young white man shouted from the fringe. "You'll be back. You're coming back." Ali turned towards him and winked above the hard ball of swelling on his right cheek. As the car edged out and swung tentatively across to the other side of the street, someone muttered that after all Frazier had won the fight. A big man with red hair and a brown outdoor face spun round on the voice. "He won't win next time. Believe me. Frazier won't win next time."



Newspaper stories which gave the impression that he was ranting about having been robbed were ridiculous distortions. During an hour and a half in his hotel suite on the twenty-fifth floor of The New Yorker Hotel on Tuesday I heard him correct several interviewers who called him "champ". "I ain't the champ," he said quietly. "Joe's the champ, I call him champ now, not before but I do now. I ain't protestin'. He's a good, tough fighter. Not a great boxer but great at his own thing. He puts pressure on you all night, cuts off the ring, and he's the best hitter I ever met. I always thought of him as a nice fella. What I said before, that was to do with the fight. Just the fight. I got to know him pretty good from travelling up from Philadelphia before he fought Jimmy Ellis. I was low on money that day and he loaned me a hundred dollars. He's a nice man with a family, just another brother workin' to make a living."



TWENTY-FIRST ANNUAL LUNCHEON MEETING
NATIONAL ASSOCIATION
OF NEGRO BUSINESS AND PROFESSIONAL
WOMEN'S CLUBS INCORPORATED
HOTEL NEW YORKER OCTOBER 13, 1956

Rose Parks and Coretta Scott King attend a meeting for the National Association of Negro Business Meeting.

Right is Franklin Delano Roosevelt Jr supporting Averell Harriman on the campaign trail in 1954. Harriman would later become Governor of New York.

Below is Robert. F Kennedy campaigning for a seat in the US Senate.



On the next page at the top is Mickey Mantle and Willie Mays during a photo shoot for Esquire Magazine. "You sure you know how to hold one of these things?" Mays asked Mantle when they picked up the gloves. "Man, some people said I couldn't carry your glove. Now I see why. It's so damn big." Mantle responded.

Below is Joe DiMaggio and Frank Robinson at The New Yorker Hotel Sports Fair in 1967.



Kenyan Exchange

On September 11, 1959, 81 Kenyan exchange students set to pursue higher education in the United States held a press conference at The New Yorker to talk about their journey. We don't have any photos of this event. You're probably thinking that this sounds incredibly insignificant and probably doesn't belong in the book, right?

It's actually one of the more fascinating stories to come across our desk.

The previous year, the students raised money to fund a trip to New York City thanks to fundraising at home and some help from baseball and civil rights icon Jackie Robinson. The students managed to successfully fly into Idlewild Airport and lined up 243 scholarships for the following year.

The U.S. State Department refused to help provide airfare for the trip. The following year when it was time to send the kids to school, they refused again.

Desperate to get the kids abroad, Kenyan Nationalist Tom Mboya asked a young U.S. Senator for help - John Fitzgerald Kennedy, who had just received the Democratic nomination for the Presidency. Kennedy funded the airfare through his family's foundation but chose to keep the donation private.

When the Republican nominee Richard Nixon received word of the donation, he attempted to frame JFK of "bidding" for the African-American vote with this move.

Kennedy denounced Nixon's smear campaign. Nixon lost the election. Idlewild Airport would later be renamed John F. Kennedy International Airport.

Most of the names of these 81 students have been lost, but one has been confirmed: Barack Obama Sr.

Years later, Senator Hillary Clinton, a candidate for the Democratic nomination, would watch Super Tuesday from the third floor of The New Yorker Hotel. She would go on to lose the primary to Barack Obama II.

This wouldn't be the last time Clinton would be involved with a historic event at The New Yorker.

Source: Michael Daly, New York Daily News





Workers letter and illustrate the construction inclosure for the Lamp Post Corner by hand. The man on the ladder enjoys his pipe while the man below is just trying to keep his suit clean. The Manufacturer's Trust Company clock can be seen near the top of the photo.



**Nothing beats
the *Comfort* at
The New Yorker**

New Yorker rooms are the comfortable kind—good to come back to at the end of a day. Softly restful in decor, with venetian blinds, drapes, and smart furnishings to add to their cheer, each room features a 4-station radio and "Protecto-Ray" bathroom with both tub and shower. 12 floors have just been newly decorated—the balance of our 2500 rooms will be refurbished soon.



**New York's Gay
— in May!**

Any old time, really, but especially in May. For in May, Mister Businessman, New York's at its best. Business is brisker, temperaments are calmer, the air is balmy, and the streets are fairly singing with Spring. Grab the Missus and come and see us. At the New Yorker we're Spring-happy too, with all the diversion we've got waiting for you.



Sports your dish? Then have a taste. You'll find the baseball season in full swing. And we, at the New Yorker, are improving our batting average too! We're headquarters for several of the big league teams during the whole exciting season. Speaking of baseball, make a note to write us about our all-expense Baseball Holidays at the New Yorker . . . two or three day visits from as little as \$8.50 which includes room, "brunch", and reserved seat for the Yankees, Giants or Dodgers!

Here's another tip: Take in the town on one of our all-expense Night Club Tours, including room and choice of sightseeing features, high-lighted by our famous Ice Show on real ice and Dinner de Luxe in the smart Terrace Room. 2, 3 and 4 day Tours from as little as \$17.95; ask us for a picture folder with complete information—or see any travel agent.



May we tell you about our rooms? There are 2500 of them—newly decorated, all outside, with radio, shower, circulating ice water, and many with television. The beds are soft as your own. In fact, everything is designed to remind you of home except the service—and that we'll guarantee you never get in the old homestead.

Drop us a line asking for our positively free Calendar of Events. Glad to do it. Why not include your reservation at the same time. New York's THE place to come to, and while you're here the New Yorker's the place to stay.



**Hotel
NEW YORKER**

Frank L. Andrews; President
2500 Rooms • Tunnel Direct to Penn Station
34th Street at Eighth Avenue; New York 1, N. Y.



Naturally
**SHE STAYS AT
THE NEW YORKER**

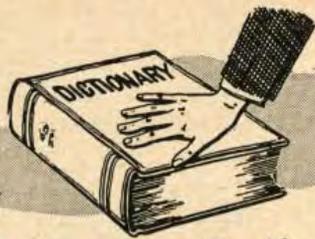
Smart service, cosmopolitan atmosphere, conveniently located—Manhattan's biggest hotel. Travelers everywhere agree—New York and Hotel New Yorker just naturally go together!

★ Don't miss the new Ice Show in the famous Terrace Room

Now—Television in the Manhattan Room

34th St. at 8th Ave., New York 1 N. Y. • Direct Tunnel Connection to Pennsylvania Station.
Frank L. Andrews, President





No Need to Spell "NOVOLESCENCE!"

You'll recognize it at the Hotel New Yorker. It is the word we coined years ago to describe our policy of keeping our hotel up to the minute in every respect; appointments pleasing, accommodations comfortable and everything clean, clean, clean! No matter how you look at it, "novolescence" adds up to more real hotel value for you. Make this your New York headquarters from now on.

HOTEL **New Yorker**
New York
Frank L. Andrews, President
Gene Voit, General Manager



We Talk at Jabberwocky Talk!

WE HAVE many, many exciting features we could describe in recommending the Hotel New Yorker to you—but no!—we are not going off the deep end. Instead, we will sum them all up in this one easy-to-understand, easy-to-prove sentence: *If you stop here once you will come again because this is now New York's greatest hotel value!*

HOTEL
New Yorker
NEW YORK
Frank L. Andrews, President
Gene Voit, General Manager



We Value the Woman's Touch!

THE hotel world is not a man's world! Hundreds of maids care for our 2500 rooms; dozens of cheerful operators attend our switchboard and a corps of friendly ladies assist you at our hospitality desk. We have women pastry chefs for who can make a pie like a woman? It is subtle little differences like this that make the Hotel New Yorker a better value—an altogether pleasanter place to stay in New York.

HOTEL **New Yorker**
New York
Frank L. Andrews, President
Gene Voit, General Manager



We Employ 20 MADMEN!

IF genius borders on insanity, we bow publicly to our department heads. They've displayed a rare genius for making Hotel New Yorker guests remember every visit with pleasure. Service, food, accommodations—all make up the New Yorker's traditional reputation for hospitality. Add to that its midtown convenience and you'll agree it's a real hotel value.

HOTEL **New Yorker**
New York
Frank L. Andrews, President
Gene Voit, General Manager

We are our own Best Customers!



MORE guests register at the Hotel New Yorker from the metropolitan New York area than from any other two cities combined. That indicates what folks in our own home town think of us! You'll share their enthusiasm for real value in service, food and accommodations—stop with us on your next Manhattan visit.

HOTEL **New Yorker**
New York
Frank L. Andrews, President
Gene Voit, General Manager



Good Things Can Come in BIG PACKAGES, TOO!

New York is America's foremost vacation city and the Hotel New Yorker now offers you Manhattan's biggest vacation "package." To the comfort and convenience of New York's largest hotel are added complete sightseeing tours, nightclub or theater parties—all at special low-priced all-inclusive economy rates.

These vacation packages are available from \$8.95 for two days to \$67.50 for eight days. For information contact your travel agent or write to Tour Department, Hotel New Yorker, 34th Street at 8th Avenue, New York 1, N. Y.

P. S. Write today—while you think of it!

HOTEL **New Yorker**
New York, N. Y.
Frank L. Andrews, President
Gene Voit, General Manager



Sketched in the
Lobby of
The New Yorker



*The Key
to Shopping
Ease*

Family groups on a shopping holiday, vacation or business trip appreciate the convenient locations, fine accommodations and friendly hospitality that await them at distinguished

Hilton Hotels around the world. Ideally situated in the center of metropolitan cities, all Hilton Hotels are close to shops, theatres, offices, and entertainment areas. Although each hotel is known for its individuality, the same high standards for food, service and quality prevail throughout the entire group.

A HILTON GUEST ENJOYS THE BEST

- | | |
|---|--|
| <i>In New York</i>
THE WALDORF-ASTORIA
THE PLAZA
THE ROOSEVELT
THE NEW YORKER | <i>In Chicago</i>
THE CONRAD HILTON
THE PALMER HOUSE
<i>In Los Angeles</i>
THE TOWN HOUSE |
| <i>In Washington, D. C.</i>
THE MAYFLOWER
<i>In St. Louis, Mo.</i>
THE JEFFERSON | <i>In Dayton, Ohio</i>
THE DAYTON BILTMORE
<i>In Albuquerque, New Mexico</i>
THE HILTON HOTEL |
| <i>In Columbus, Ohio</i>
THE DESHLER HILTON
<i>In Fort Worth and El Paso, Texas</i>
THE HILTON HOTEL | <i>In San Juan, Puerto Rico</i>
THE CARIBE HILTON
<i>In Madrid, Spain</i>
THE CASTELLANA HILTON |
| <i>In San Bernardino, California</i>
ARROWHEAD SPRINGS | <i>In Istanbul, Turkey</i>
THE ISTANBUL HILTON
(Opens this Summer) |



EXECUTIVE OFFICES • THE CONRAD HILTON • CHICAGO 5, ILLINOIS

Ownership

In December of 1953, the Hilton Corporation purchased The New Yorker Hotel for \$12.5 million, just over half of the original investment in 1929. It was unfortunate that the hotel had to be sold, but solace could be found in the fact that it was purchased by Hilton. Hilton is one of the world's premier hotel brands and would surely know how to get the most out of The New Yorker. The hotel would be fine under their ownership...

...until they didn't own it anymore. Pressed with an anti-trust suit by the federal government, Hilton sold The New Yorker to Joseph Massaglia Jr. for \$20 million just over two years later in 1956. Very little information on Massaglia hotels can be found online.

Like Hilton, Massaglia's ownership didn't last long. He sold the hotel in 1959 to New York Towers LTD, a syndicate headed by Alexander Gross, a realty investor, and Charles W. Cole, the general manager of The New Yorker under Massaglia.

The sale marked the impending doom of The New Yorker. Business did not profit under the leadership of New Yorker Towers and the company filed for bankruptcy in 1966. They were in debt \$21.5 million which included seven mortgages on The New Yorker.

For over a year during the bankruptcy period, the hotel was run by court appointed officials. Hilton, still holding a \$5 million second mortgage on the property, purchased the hotel at an auction and assumed its various debts. They would remain in control of The New Yorker until 1972.



Above is a postcard for The New Yorker Hotel, in the style of Hilton postcards during the period.

Left are remnants from the Massaglia era, including notepad, lighter, soap cover, and ash tray, which includes the locations of hotels owned by Massaglia at the time.

Hotel New Yorker

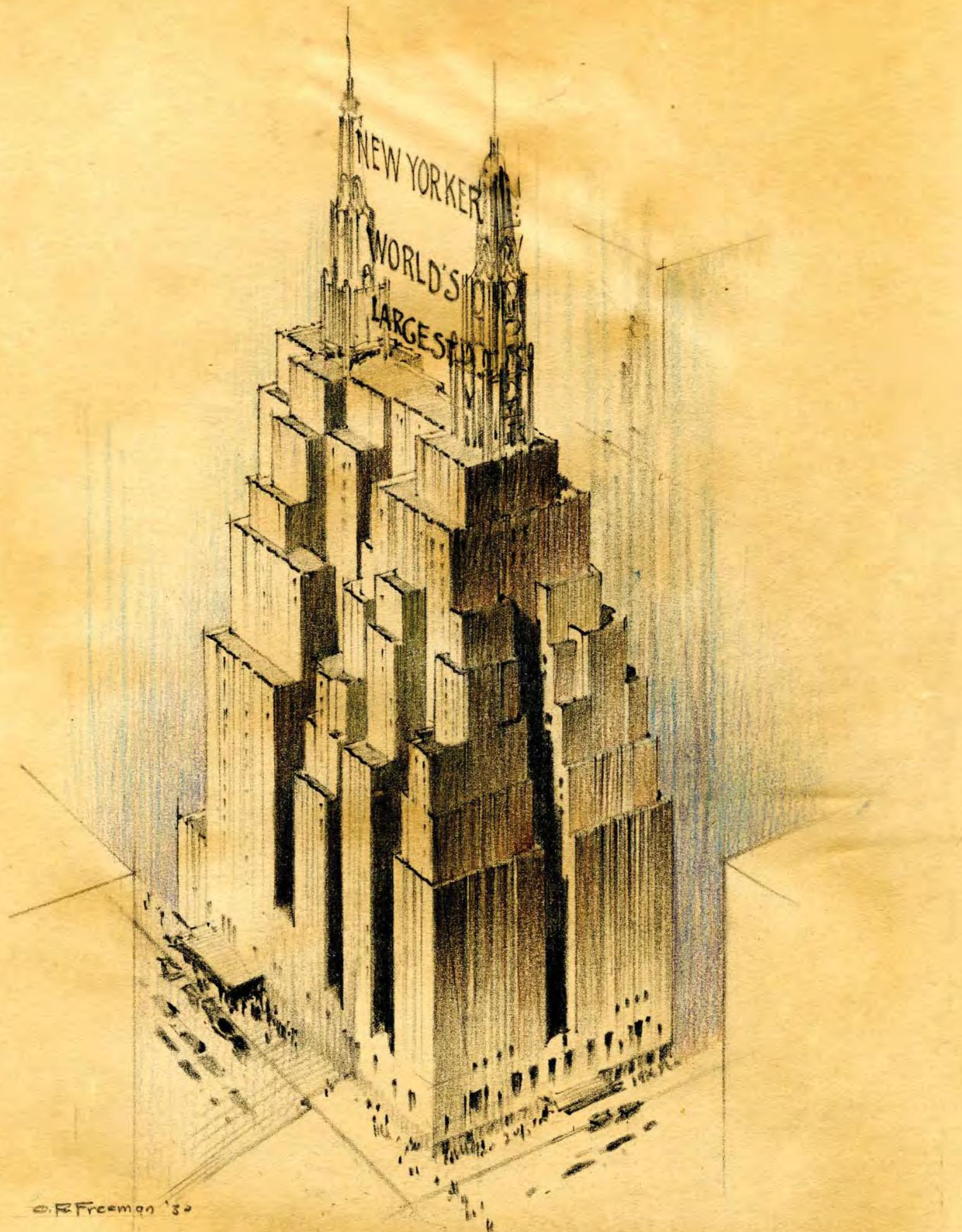
A MASSAGLIA HOTEL



WE INVITE YOU TO THESE FINE RESTAURANTS OF THE NEW YORKER
for your enjoyment and convenience

LAMP POST CORNER GOLDEN THREAD CAFE COFFEE HOUSE





© R. Freeman '30

A. PROPOSED ADDITION TO HOTEL NEW YORKER

Closing & Uncertainty

On April 19, 1972, Hilton closed The New Yorker Hotel. The building was sold in late 1971 for about \$13.5 million to the French and Polyclinic Medical School and Health Center. They had a \$35 million plan to fully convert and reopen the building as a 749 bed hospital by late 1974. The majority of its beds were to be used for acute care patients. Two problems that stalled the project were difficulty in getting approval of the plans from the State Health department and securing a mortgage commitment from the State Housing Finance Agency. Basically, they didn't have the money or permits.

Without enough money or proper permits, things went about as well as you'd expect them to. In 1973, French and Polyclinic Medical president Stanley Salmen resigned due to impending bankruptcy, largely due to purchasing The New Yorker. Ever buy something that you couldn't really afford and either get declined immediately or have to return it shortly after? Imagine doing that with a multi-million dollar building. Ownership of the hotel once again reverted back into the hands of Hilton.

In 1974, French and Polyclinic Medical, along with the city's Department of Relocation, endorsed a plan to house Manhattan's temporarily homeless in the former New Yorker Hotel. The plan would have helped house as many as 500 families, but was apparently dropped due to opposition by the community.

The New Yorker entered 1975 with little hope for the future and by early 1976 only a skeleton crew remained, led by chief engineer Larry McLaughlin. The New Yorker and the surrounding neighborhood, known as "Hell's Kitchen" was at its lowest point. Ladies of the evening leaned against its striking Art-Deco bronze work. The building was losing money every day with little chance of succeeding as a hotel or a hospital.

On the left is an ambitious proposal for an addition onto The New Yorker, featuring dual spires and making it the world's largest hotel. Instead of this, we got Novolence, a renovation that quickly became irrelevant and has faded into oblivion. In 1975, The New Yorker Hotel was in danger of going the same way.

TIMELINE

1976: On May 5, The New Yorker Hotel is purchased by The Holy Spirit Association for the Unification of World Christianity, better known as the Unification Church, for \$5.6 million. Estimated restoration costs to bring the building up to code are \$20 million. The New Yorker Hotel is re-named "The World Mission Center" and becomes a residence for church members and the location of most church offices and activities in the area, with many church members working on the building.

1979: Lobby and event spaces on the first four floors are renovated in a Faux Victorian style.

1982: On July 1 over 2,000 couples are married in Madison Square Garden. Quite a few of these couples took up residence in The New Yorker. Once these couples moved out and rent decreased, the Church began to realize revenue is needed to survive. Rob Schwartz and Steve Honey bring the idea of the renaissance of The New Yorker Hotel to Rev Moon's oldest son Hyo-Jin (Steven) Moon.

1994: The New Yorker Hotel Management Company is founded as a for profit company wholly owned by the Unification Church with about 150 rooms going for \$45.00 per night. Mark Wilenchik is named the Managing Director and Barry Mann the General manager.

1995: The New Yorker elevator modernization project begins as part of the continued renovation.

1998 On Friday Feb 13, 1998, The New Yorker's new boiler plant goes on-line, permitting the elimination of Con-Ed Steam and Electricity for heating and hot water.

2000: Mark Wilenchick passes away suddenly on November 21 and is succeeded by Kevin Smith.

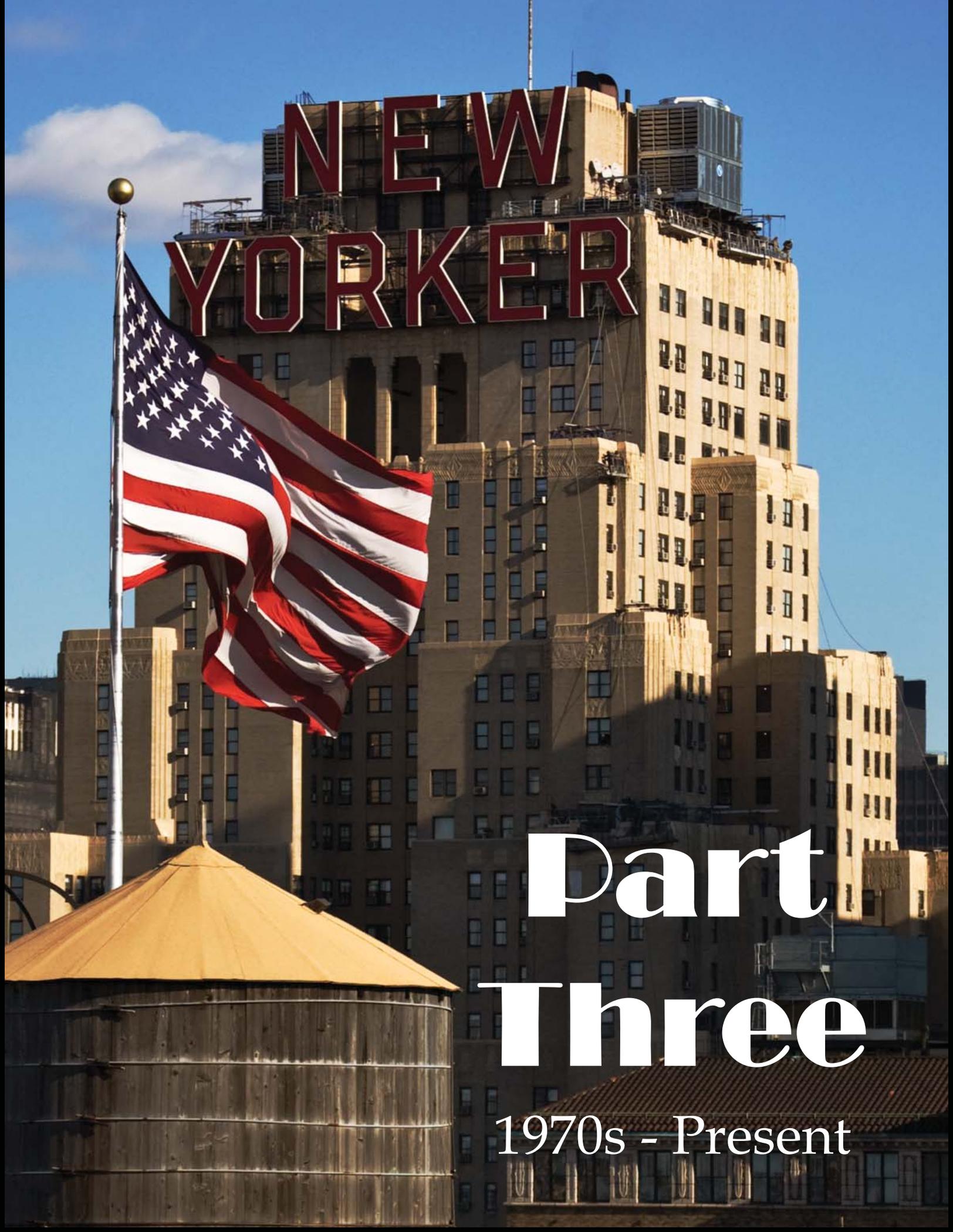
2001: The 9/11 terrorist attacks on the World Trade Center halt most tourism to New York City.

2002: All 21 elevator cars are completely modernized and the hotel is up to 944 renovated rooms.

2006-08: In January 2006 The New Yorker Hotel embarked on the largest renovation in its history which successfully completed in the fourth quarter of 2008.

2009: On June 30 Kevin Smith is succeeded as General Manager by Sylvia Lima.

2012: On December 27, Sylvia Lima becomes the Asset Manager and Ann Peterson becomes the President and General Manager.

A photograph of the New York Times building, a tall, light-colored skyscraper with many windows. At the top of the building, the words "NEW YORKER" are written in large, red, three-dimensional letters. In the foreground, an American flag is waving on a tall pole. The sky is blue with some light clouds. The overall scene is brightly lit, suggesting a sunny day.

NEW
YORKER

Part Three

1970s - Present



Renovation and Return

The Holy Spirit Association for the Unification of World Christianity, better known as the Unification Church, purchased the building in May 1976 for \$56 million. It was estimated that basic restoration, repairs and upgrades to bring the building up to code would cost \$20 million.

At first, the Unification Church had no desire to reopen the hotel. They swiftly renamed it "The World Mission Center." The building began being used as a residence for church members, offices for officials, and a destination for church activities in the area.

The building was steadily renewed and restored over the next 18 years. After a while, the Unification Church realized that the current state of the building was not financially sustainable, and something needed to be done to turn a profit. Luckily, somebody remembered that this place used to be one of the most successful and historic hotels in New York City!

On June 1, 1994, The New Yorker Hotel Management Company was founded as a for profit company wholly owned by the Unification Church with about 150 rooms going for \$45.00 per night. The top floors were immediately rentable and in a boot-strap method revenues were used to renovate more rooms. The hotel continued to renovate more and more rooms and was constantly increasing their maximum capacity.

In a continued effort to improve the hotel, the modernization of the hotel's elevators began in 1995. By 2002, all 21 elevator cars were completely modernized and the hotel was up to 944 renovated rooms.

The New Yorker also returned to its roots in 1998 by installing a new boiler plant in the same basement that housed the original power plant. The addition has saved the hotel millions of dollars over the years.

On the left are photos of the Grand Ballroom and the newly opened lobby. It wasn't perfect, but it certainly looked better than the plastic wonderland of the Novolence era.



Various photos from the restoration and repair of The New Yorker Hotel under the Unification Church.









Left are photos from a suite. Above is the Grand Ballroom and to the right is the Crystal Ballroom. Below is the cafe that was once located near the top of the hotel.





9/11

On September 11, 2001, New York City was devastated by an attack on the World Trade Center. The photos on the left were taken by guests at the time.

In the immediate foreground was the CNN headquarters at the time. The cameras broadcasting the footage of the event to the world could be seen from the hotel.

Tourism took a nose dive in the coming months, exacerbating low occupancy problems the hotel was already dealing with before the tragedy. Despite this, The New Yorker gave away roughly 10,000 free rooms to volunteers from across the globe to help repair a broken community.

The hotel received many awards for their support, including an “honorary chief” helmet from the Chicago Fire Department, signed by many of the fighters.



CNN

D
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R



AMERICA'S
CAMPAIGN
HEADQUARTERS

CNN

371-301
West 34th St

Political Headquarters

The New Yorker Hotel has always been a hotbed for political activity.

Huey Long announced his presidential campaign at The New Yorker. First Lady Eleanor Roosevelt visited and Franklin Delano Roosevelt Jr held campaign events at the hotel. Robert F. Kennedy campaigned for senator at The New Yorker.

The rich history of politicians visiting The New Yorker has been a big part of the book so far. The political activity took a halt when the hotel closed. But since the reopening, politicians and political events have returned to The New Yorker in a big way.

These events have since added to the rich history of happenings at The New Yorker, and have come from both sides of the aisle.

On the right is former President Jimmy Carter at the hotel in 2016. He was the oldest living president at the time of his visit, and stayed two nights.





During the 2004 Republican National Convention at Madison Square Garden, CNN took over the Tick Tock Diner and turned it into the CNN Diner. CNN broadcasted live from inside the diner every day during the event, even stationing camera men on The New Yorker marquee to film the exterior. The hotel itself hosted various events for the convention, including photos taken of every state's delegates.





Presidential Candidate's Concession Speech

November 9th, 2016: At 4:30 am, just hours after the polls closed on Election Day, a member of The New Yorker security team answered a phone call. What was expected to be just another routine phone call ended up setting in motion one of the most intense couple of hours in the hotel's history.

The call was from Ari Krupkin, a campaign manager for Hillary Clinton. The Clinton Campaign was looking for venues to host Hillary's concession speech and other properties that were approached were unable to do it in such a short amount of time. Security then called management and The New Yorker began planning for a historic moment with just hours to prepare.

The New Yorker mobilized everything and everyone they could to make this happen. Every public space on the second floor was used. The Senior Projects Manager was helping run cables to satellite trucks with the technicians.

Once the stage was set, members of the media and the most dedicated members of Clinton's campaign gathered for the standing room only event in the historic Grand Ballroom.

At 11:40 am, just seven hours after the call was made to the hotel, Hillary Clinton took the stage to officially concede defeat in the 2016 Presidential Election.







Above, members of the media prepare for the event.
Below, Vice Presidential nominee Tim Kaine and his wife give the introduction.



Presidential nominee Hillary Clinton, surrounded by her family including former President Bill Clinton, as she presents her Concession speech.





Return to Roots

The New Yorker decided it was time for a facelift in 2006. The renovations made when the hotel reopened put the building on the right track, but weren't good enough to fully return The New Yorker to all its former glory. They needed an upgrade in both the technical and physical aspects.

Thus began a massive three year renovation that would be the largest in the hotels history.

New mechanical systems were installed. 2,500 window AC units were recycled and 3,500 steam radiators were deactivated. Replacing them was a four pipe heating and cooling system, allowing guests to use either the heat or the air at any point in the year. Five miles of pipe was used in the new system and it was so efficient that the hotel received a rebate check from Con-Ed for \$753,000. Additionally, modern HVAC and fire safety systems were upgraded to code.

The hotel remained open every single day during the renovations.

Updating the look of The New Yorker was another problem. Style moves quick these days, and the feel the hotel upgraded to in 1994 was already dated. The hotel needed a fix that would keep it relevant for years to come.

What better way to do that than return to The New Yorker's Art Deco heritage?

1,000 guest rooms, the lobby, the Grand Ballroom, and every other nook and cranny in The New Yorker were updated to resemble the past. Even the new logo returned in parts of the hotel, as seen on the left. For the first time in a long time, The New Yorker looked like a place that deserved to have its name high in the sky.

"Sometimes, you gotta go back, to actually move forward."

- Matthew McConaughey, Lincoln Commercial, 2014

Below is a new mural purchased by The New Yorker, which can be seen in the lobby.





Parts for the chiller room were trucked through Manhattan to get them into The New Yorker.



Construction in between the chandeliers and the roof of the lobby. The lobby never closed during the renovation.



Photos of The New Yorker's updated boiler room.



Above are vintage Otis Hoist Machines, the original machines that powered the hotel elevators. No machine has surpassed these in quality and reliability, and they are still in use today. Sometimes, they really don't make them like the used to.





Working with a view. Some would say it's breathtaking, and others would say it's terrifying.

The remnants of the Art Deco era as well as the wall air conditioners can be seen on the sides of The New Yorker on the left.



Construction on the hotel's chiller towers on the roof. Look for the progression of these towers in photos of The New Yorker sign later in the book.



Double bedroom, lobby, and marquee of The New Yorker before and after the 2006 renovation.



The updated Grand Ballroom added aspects of the Art Deco style while retaining much of the Faux Victorian style from the 1994 renovation.

Skyline Makeover

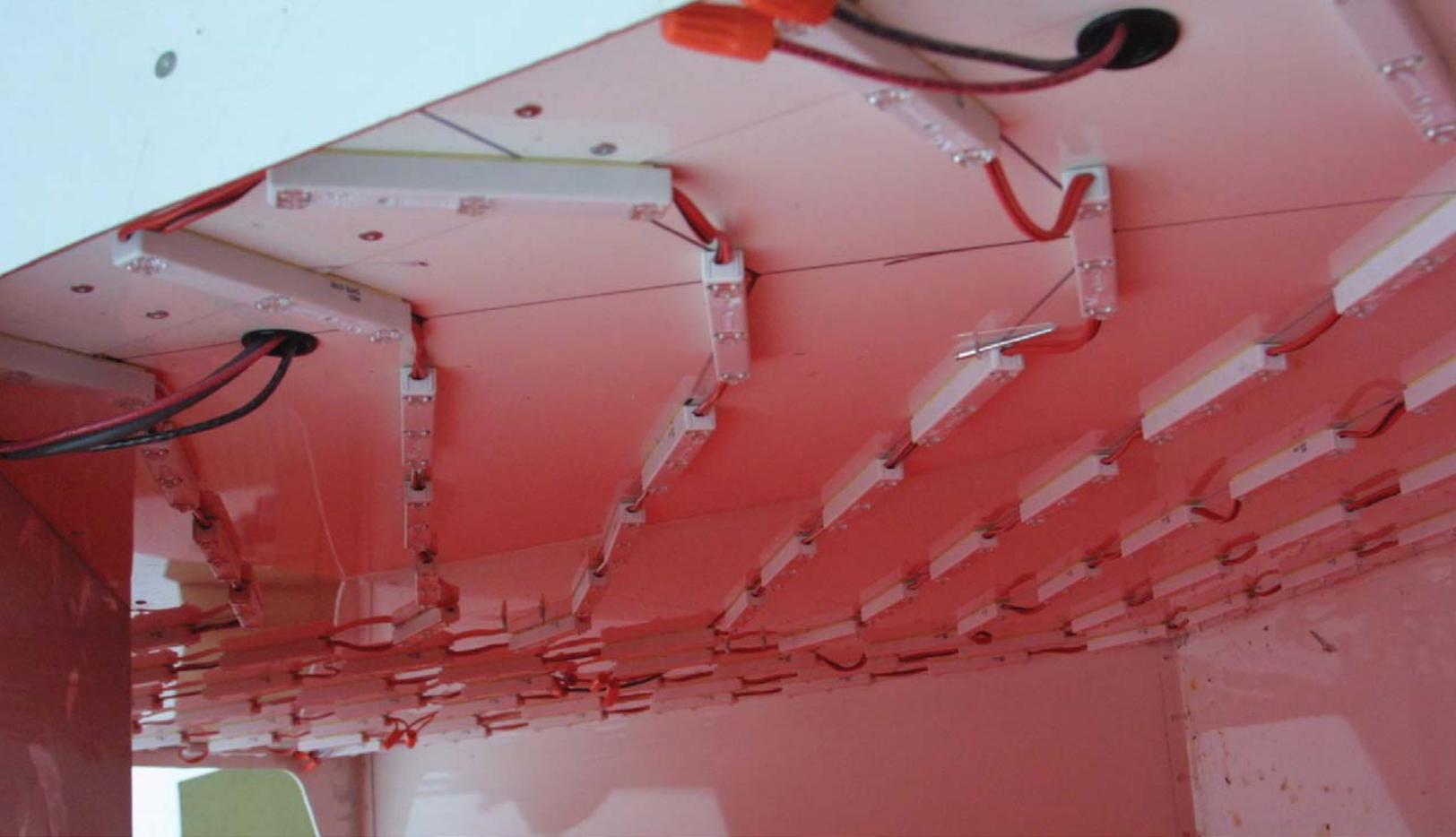
With the hotel starting to return to its former glory, people would once again look to the sign as a symbol of the hotels greatness... except the sign was not in great shape. A little wear and tear is natural for something sitting high in the sky for nearly 60 years. A rusty old sign was not the way to recognize The New Yorker in New York City's skyline.

Giving the sign a modern makeover was the icing on the cake for the 2006 renovation. The dated neon lights were replaced fully with what we believe to be the largest LED letters on the planet.

What better way to reestablish your greatness then by plastering your name in giant letters in the skyline of the greatest city in the world!









On the top left is the interior of the letters, wired with lighting. You can see the difference between the old and the new letters in the top right. On the bottom row, workers are pulling up the pieces of the letters and putting them into place.



Progression of the sign from old to new, with a full night shot on the right.



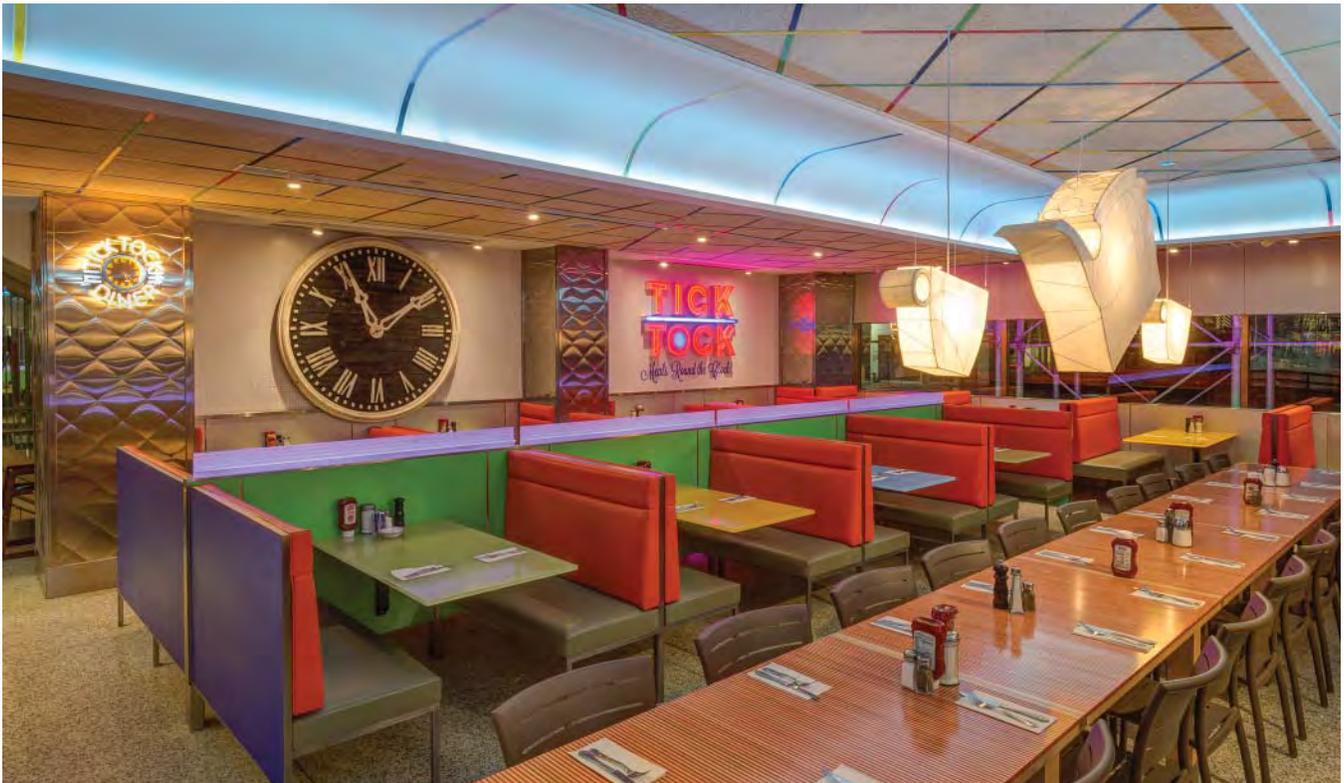


The New Yorker Today









The Tick Tock diner carries on a historic tradition of dining as it's in the same location that used to house the Manhattan Room and Lamp Post Corner on the corner of 34th street. Tick Tock offers meals around the clock with 24/7 dining service. They have a traditional selection for a diner, which as anyone who's ever been to a diner would know that it means they have everything.



The Trattoria Bianca serves traditional Italian fare on the corner of 35th street. New restaurants are expected to be established in the coming years.



The New Yorker's Sky Lounge, located on the 39th floor, offers one of the best views in Manhattan. On the right is one of the views from the hotel.



The old Manufacturers Trust Bank has been completely renovated and will soon open up as a steakhouse and bar inside The New Yorker. Guests will even be able to eat inside of the bank vault.







by NEW YORKER hotel

41303

The New Yorker Hotel Today & Tomorrow

Today The New Yorker Hotel is the last great Art Deco hotel in Manhattan and is situated in the most dynamic new development in the city, Hudson Yards. Over \$25 billion is budgeted for two new train tunnels under the Hudson, nineteen million square feet of new construction, and the transformation of the Foley Post Office to a new larger Penn Station that recalls the grandeur of the original.

The New Yorker is also returning closer to its original Art Deco roots. Standing tall next to the Empire State Building, these two classical Art Deco treasures stand together in the center in the greatest development of the city's modern age.

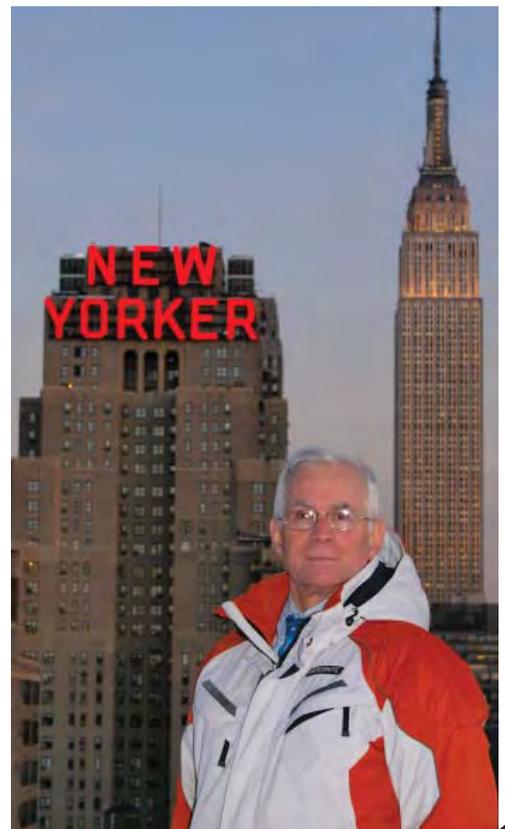
The future of The New Yorker Hotel lies in mastering and incorporating the technology of the modern age while acknowledging and embracing its past.

I hope this volume helps it move toward that goal.

About the Author:

Joe Kinney is a 21 year employee of The New Yorker Hotel, holding different titles including Chief Engineer, Director of Property Operations, Senior Project Engineer, Historian, and several other monikers which are unprintable.

Joe is a native of Tennessee and his mom is also a published author. Joe was married 35 years ago in the Grand Ballroom at The New Yorker, and has four kids.



Credits



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Much of the text found on page 28 regarding Johnny Roventini comes from a Phillip Morris Magazine from Summer 1985.

Muhammad Ali text on pages 142 and 143 comes from the article "When The Mountain Came to Muhammad" by Hugh McIlvanney, found in The Guardian's archives and was originally published on March 9, 1971.

The rest of the text was written by Joe Kinney, Steven Rebeiro, Li Ting Deng, or repurposed from hotel archives.

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NEW YORKER
WYNDHAM

BY NEW YORKER WYNDHAM

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F&N