

# LAWRENCE PROPERTIES UPDATE

RESIDENTIAL MANAGERS SINCE 1925 • NEWSLETTER • SUMMER 1999

## The Written Word:

### *Books I Shouldn't Miss Reading in My Lifetime*

**B**ored? Tired of the same-old-same-old on TV? Wondering how to fill those uncomfortable hours on a long plane trip? Looking for something to do during that endless wait at the doctor's office? Or maybe you're looking forward to some lazy time at the beach or pool ...

Here's an interesting suggestion. Remember reading? Sure, you did it in high school and college to pass the test. But now, those days are behind you. Now, you can take your time and read for pleasure, for the sheer joy of meeting interesting characters, visiting exotic locales, traveling backward and forward in time, and just generally expanding your mind through the written word.

What to read, you wonder? Have no fear. Below, our list of 30-plus classics and other works you really won't want to miss reading in your lifetime. There's something for everyone here, so break out your library card or visit your local bookstore and take your pick.

Let's start with the classics. *War and Peace* by Leo Tolstoy is the epic (that means really, really long) historical novel about five aristocratic families set against the backdrop of 19th century Russian social life during the Napoleonic Wars. If you want to look intelligent and well-read, this is the book to carry — and read. You won't look too shabby in the company of *Tess of the D'Urbervilles* by Thomas Hardy, either, the tragic tale of a beautiful country

girl forced to sin by a man she hated, and rejected by the man she loved, or, *Madame Bovary* by Gustave Flaubert. This exquisite novel of an unhappily married woman catapulted its author to international fame when it was first published in 1857. Also not a quick read but well worth the time, *Crime and Punishment* by Fyodor Dostoyevsky explores the conscience of a genius who plans the perfect murder. Universally recognized as one of the greatest novels ever written.

Closer to home are the American classics. *The Grapes of Wrath* by John Steinbeck, is the Pulitzer Prize-winning story that chronicles the hardships of a family of farm workers who migrate from the Oklahoma Dust Bowl to California during the Great Depression. A little depressing, but hey — it was The Great Depression. On a lighter note, try reclusive author J. D. Salinger's classic expression of adolescent cynicism, *The Catcher In The Rye*, the perennially favorite tale of 16-year-old Holden Caulfield's coming of age. For more Americana at its best, pick up, *To Kill a Mockingbird* by Harper Lee, the 1960 Pulitzer Prize-winner about conscience and truth as depicted in the courtroom drama of an Alabama attorney defending a black man on rape charges in the 1930's deep south. (Remember Gregory Peck in the movie? Now it's time to read the original.) Or try, *The Sound and the Fury* by William Faulkner, in which a young Southern girl raised in a decadent family tries to make a life for herself away from her tyrannical uncle. And if you're summering in the Hamptons, join F. Scott Fitzgerald's, *The Great Gatsby*, as he experiences Jazz Age wealth, romance, decadence, and tragedy on Long Island's east end.

Nature more your thing? Return again to *The Yearling* by Marjorie Kinnan Rawlings, the poignant, Pulitzer Prize-winning tale of a Florida backwoods boy who must decide the fate of the beloved fawn he raised as a pet. Or go down to

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## KAREN DOOLEY: SENIOR MANAGEMENT EXECUTIVE EXTRAORDINAIRE



Photo: Bob Newey

When last we met Senior Management Executive Karen Dooley on the pages of this publication, it was to congratulate her for having been awarded Habitat magazine's 1998 Bronze Management Achievement Award in the category of Projects and Improvements. But while Karen acknowledges that receiving such industry recognition is pleasant, it is the satisfaction of serving the properties she manages with expertise, with integrity, and with an extraordinary level of professionalism that gives Karen her greatest reward.

A property management professional for 18 years, Karen celebrated her thirteenth year with Lawrence Properties in April. She began her management career when, working as a promotional fragrance model in Macy's and also attending college full-time, she was introduced to the founder of a nationwide residential management company. Seizing the opportunity to participate in the then-new wave of co-op and condo activity that was sweeping New York and the country, Karen took the position and there assisted with conversions, negotiations, and management, gaining invaluable experience that was to stand her in good stead throughout her career. She left that job to spend 18 months in the commercial management field before returning to residential management, and soon after, she joined LP.

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Cuba with Ernest Hemingway's short classic, *The Old Man and The Sea*, about an old fisherman who triumphs alone over a giant marlin out in the Gulf Stream. Awarded the Pulitzer Prize in 1953, this was 'Papa's' last major work and includes references to the late, great Joe DiMaggio.

If exploring the meaning of life is more your speed, try the existential masterpiece, *The Stranger*, by Albert Camus, the story of an ordinary man who unwittingly becomes involved in a murder on an Algerian beach. And for something completely different, take yourself on a flight of fancy with *Breakfast at Tiffany's* by Truman Capote, the quick-read novella about Holly Golightly, who has come to New York City seeking fame, fortune, adventure, and herself. (Don't be like Seinfeld's George Costanza; read the book before you rent the equally classic movie starring Audrey Hepburn.)

Turning to the truly visionary, don't miss, *Nineteen Eighty Four* by George Orwell. Published in 1949, this is the story of hero Winston Smith's rebellion against totalitarianism in a then-imaginary future world. Or take yourself out of this world and back again with *Slaughterhouse-Five* by Kurt Vonnegut Jr., the story of Billy Pilgrim who, after becoming unstuck in time following an abduction by aliens from the planet Tralfamadore, is taken prisoner of war during the firebombing of Dresden during World War II. And then there's *Fahrenheit 451* by Ray Bradbury, the saga of a book-burning fireman in a futuristic society who goes through a crisis after he realizes books are not evil. (But we knew that all the time.)

If understanding human nature piques your interest, *Lord of the Flies* by William Golding is for you. Here, a group of English schoolboys get plane wrecked on a deserted island, abandon social norms, and fall prey to barbarism. And if drama set against history is your penchant, read *Exodus* by Leon Uris, which depicts the perils and hardships faced by Jewish refugees who risked everything to participate in the birth of Israel. (Wasn't that an oh-so-young Paul Newman in the fabulous movie?) And don't pass up *The Third Man* by Graham Greene, a tale of mystery and intrigue set in war-torn Vienna.

Looking to improve your love life, your rela-

tionships, or your career? How to *Win Friends and Influence People* by Dale Carnegie set the standard for personal development with a variety of techniques to win over even the most difficult people. And when it comes to the war between the sexes, destined for pop culture classic status is *Men are From Mars, Women are From Venus* by John Gray, providing practical ways to improve communication, and, *You Just Don't Understand: Men and Women in Conversation* by Deborah Tannen, the ground-breaking work on the importance of listening. And to get a handle on how people communicate without words, don't miss *Body Language* by Julius Fast, a how-to guide to reading unspoken physical cues.

If you're prepping for that big job, prepare yourself with *101 Great Answers to the Toughest Interview Questions* by Ron Fry, and learn how to ace even the most challenging interview. And if public speaking challenges you, spend some time with, *How to Work a Room*, by Susan RoAne, and overcome your fear, gain confidence, and learn basic conversation skills.

Money make your world go 'round? Then check out, *The Seven Laws of Money* by Michael Phillips, an underground classic among corporate executives, accountants and entrepreneurs that presents seven simple laws for dealing with money. Along the same lines, *The Secret Life of Money: Teaching Tales of Spending, Receiving, Saving, and Owning*, by Tad Crawford, is a cultural exploration of our historical and current relationships with currency. And if you want more money but don't know how to accumulate it, invest in *4 Easy Steps to Successful Investing* by Jonathan D. Pond, or Suze Orman's, *The 9 Steps to Financial Freedom*, and, *The Courage To Be Rich*.

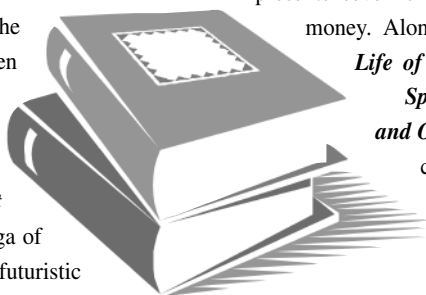
If motivation and personal development are your things, *Think and Grow Rich* by Napoleon Hill is the ultimate masterwork for getting started and getting ahead. Likewise, *The Strangest Secret* by Earl Nightingale, founder of the personal development industry, provides invaluable insights into achieving your dreams. (Originally a sound recording and now available in book form, this was the first recording of its kind to reach sales of one-million copies.) More recently published, there's, *The Magic of Believing* by Claude M. Bristol, chock-full of no-nonsense tips for tap-

ping into unlimited opportunity and reaching long- and short-term goals. And for ultimate, fast-read fun and inspiration, don't miss, *Do It! Let's Get Off Our Buts*, by Peter McWilliams and John-Roger, the first in this dynamic duo's incredibly successful *Life 101 Series*. Or try the *Greatest Salesman in the World* by Og Mandino, the classic parable of motivational positive thinking and action.

For spiritual connection in a story-teller's voice, you might enjoy *The Celestine Prophecy* by James Redfield, a fable of self-discovery that set records for self-publishing success before it was picked up by Time Warner for several million dollars, or the comforting advice found on the pages of, *Don't Sweat the Small Stuff ... and It's All Small Stuff*, by Richard Carlson. But for the fastest-read feel-good book of all time, you can get through *The Little Prince* by Antoine de Saint-Exupéry in just one sitting. You'll want to come back to it again and again, though, as you discover new meaning with each successive reading.

Finally, lest you think all the great works have already been indexed as classics, consider today's best-selling authors, many of whom are destined for classic status. If current literature in every and any genre tops your list, you'll enjoy works by such prolific contemporaries as Tom Wolfe (*Electric Kool-Aid Acid Test; Bonfire of the Vanities; A Man in Full*); Anne Rice (*Interview With the Vampire; The Vampire Lestat; Memnoch the Devil*); Tom Clancy (*The Hunt for Red October; Patriot Games; Clear and Present Danger*); Amy Tan (*The Joy Luck Club; The Kitchen God's Wife; The Hundred Secret Senses*); Ken Follett (*Eye of the Needle; The Pillars of the Earth; The Key to Rebecca*); Toni Morrison (*Beloved; Paradise; Sula*); John Grisham (*The Firm; The Rainmaker; The Pelican Brief*); Dean R. Koontz (*Seize the Night; Fear Nothing; Dark Rivers of the Heart*); Robin Cook (*Coma; Brain; Acceptable Risk*); Isabel Allende (*The House of the Spirits; Of Love and Shadows; Eva Luna*); and, of course, everything and anything by master horror story-teller Stephen King (a catalogue too long to print).

So there you have it: A reading list you can count on for hour upon hour of pleasure, information, and intellectual stimulation. Tonight, instead of surfing the 197 channels of nothing-good-to-watch, do yourself a favor. Find a quiet place and enter the magic and wonder of the written word. Good reading!



# SUCH INTERESTING PEOPLE

Such interesting people live in Lawrence Properties-managed buildings. We thought you might like to meet some of them, so each issue we introduce someone we think you'd like to know. This issue, meet:

## Madeline Lee Gilford: A Life Time of Accomplishment



In 1927, when she was all of three-and-a-half years old, Madeline Lee Gilford's older sister entered her into a contest. The producers of *The Our Gang Comedies* were looking for a talented child actress to be the second Jean Darling, and Madeline Lee won the part. And so began a lifetime of professional and personal accomplishment that today looks back on more than seven decades of radio, television, film, and Broadway performances, a marriage of 43 years to the late comedic actor Jack Gilford, and ongoing contributions to a variety of philanthropic and charitable causes through which Ms. Gilford shares the wealth of her experience and grace.

A native New Yorker born in the Bronx, Ms. Gilford was raised by hard-working immigrant parents who deliberately cultivated the talents of their four gifted children. Oldest sister Fran was well known as TV's Mrs. Fix-It and became a consumer expert and activist who spearheaded New York's 'pooper-scooper' law. Brother Sidney was a singer, and sister Thelma was the last to play Golda to Zero Mostel's Tevye in *Fiddler on the Roof*.

But of the four siblings, it is Madeline Lee who is most readily recognized, whether by those who remember her young voice on such long-lived radio classics as *Let's Pretend*, *The Singing Lady*, the *Henry Morgan Show*, and *Helen Trent*, or by her pioneering work in early television in such memorable roles as the wife in the 1943 production of *The Anniversary*, the first Chekhov play performed on American television; or as Beth in NBC's 1945 production of *Little Women*. More recently, her appearance in the season premiere of *Mad About You*, her recurring television roles as Judge Alice Connors on *Law & Order*, and Red Buttons' girlfriend on *The Cosby Show*, and her film roles with Bette Midler in *Isn't She Great*, and with Robin Williams and Nathan Lane in *The Bird Cage*, ("I had a great deal of fun doing that," says Ms.

Gilford), have brought this timeless performer to the attention of a new generation of fans.

Ms. Gilford's seemingly endless list of credits constitutes a list too long to print in its entirety, but it is a body of work uniform in its genre and style. "I'm not really big on special effects," says Ms. Gilford of the types of projects in which she chooses to appear, especially movies. "I prefer films with dialogue and content. I like pictures that are about the human condition." Indeed, her work does embrace the human condition, and includes such highlights as Broadway and off-Broadway appearances in *The Eve of St. Mark*, *Embezzled Heaven* with Ethel Barrymore, *Laugh A Little, Cry a Little*, *Three Penny Opera*, and *Funny Girl*; television films such as *Seventh Avenue* with Eli Wallach, *A Secret Space* with Robert Klein, *Fear on Trial* with George C. Scott, *The Heidi Chronicles* with Jamie Lee Curtis, and, *Day To Day Affairs*, in which she starred opposite husband Jack Gilford; and cinematic achievements including *Desperately Seeking Susan*, *The Sunset Gang* with Jerry Stiller and Anne Meara, *Roseland* with Christopher Walken, and, *Save the Tiger*, in which she appeared as the secretary to Jack Lemmon and Jack Gilford. She also has appeared in numerous broadcast commercials, and has provided voice talent for such productions as, *Sesame Street*, and, *Doonesbury*.

In addition to her thespian art, Ms. Gilford is also an accomplished writer and producer. She co-authored the book, *170 years of Show Business*, with Kate Mostel, and produced such projects as, *The World of Sholom Aleichem* for CBS Cable; *My Life In The Theater or How I Became An Overnight Success in 40 Years*; and, *The Very Special Jack Gilford Special*. Her most recent Broadway production, *Band in Berlin*, has just closed, and she is currently at work on another Broadway production.

Private when it comes to her personal life, Ms. Gilford speaks lovingly of her marriage to the actor Jack Gilford, whom many remember fondly as the gentle character in the Cracker Jacks commercial, or as the bumbling slave in *A Funny Thing Happened On The Way To The Forum*, or as the insightful and poignant senior in *Cocoon*, and of their three children who have made her proud. Her daughter is a film producer and was for two years Film Commissioner of the State of Colorado, her son has won an Emmy, and her younger son is a sculptor. Ms. Gilford also gives generously of her resources as a Board member of The National Music Theater Network, which debuts beginning musicals, as a teacher at the Actor's Institute, and through her work with the United Jewish Appeal, among many other charitable activities.

"My time off is completely related to my time on," says Ms. Gilford, who thrives on constant challenge and excitement and would live nowhere but New York City. After all, she says, "I'm a woman of the world. I come and go as I please. I feel I belong here, in New York, where it's the center of the world."

Madeline Lee Gilford ... Such Interesting People.

## SENIOR MANAGEMENT EXECUTIVE EXTRAORDINAIRE

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The benefits of Karen's impressive and continuing history in the management arena are evident in her day-to-day performance, and are underscored by the intense loyalty the properties under her management have demonstrated for her. Forced by personal circumstances beyond her control to take a long-term leave of absence several years ago, Karen returned to LP to find her properties eagerly awaiting her return, and, being the consummate professional she is, she resumed their management as if she had been on just a brief vacation.

It's no wonder that Karen is so well-liked and highly respected by her management charges, or that she was the recipient of one of the industry's most prestigious awards. Owing to her excellent combined competencies in both interpersonal communications and business – the results of her industry experience and her degree from St. John's University in Psychology and Business – Karen brings a masterfully high standard to the work she performs. These proficiencies are complemented by her singular ability to successfully manage major capital projects and improvements from start to finish, negotiating contracts and overseeing project activities so that the work gets done right the first time and always to the property's financial advantage. It is this ability that earned her the Habitat award, which recognized not only her exceptional capital project administration but also her savings for the subject property of tens of thousands of dollars in contract costs.

"Karen's longevity in the industry and with our firm, and the loyalty she engenders in our clients, are indicators of the type of professional she is," says Lawrence Properties president Asher Bernstein. "When someone is as good at what they do as Karen is, it's not surprising that their work will be appreciated by both their clients and their company."

"My philosophy," says Karen, "is based on both experience and a strong intuitive sense of who the right people to deal with are, and what the right thing is to do. And when I don't have the answer or I don't know something, I say so and then go find out. I think it's most important to be willing to tell the truth and always to learn as much as I can." According to Karen, that's how to become a true expert in your field.

She ought to know. It's exactly this philosophy that's made Karen Dooley a Senior Management Executive Extraordinaire.

## Brokerage Report

Our Brokerage Department is pleased to report on the following activity. If you wish to rent, sublet, buy or sell, call 212-868-8320, ext. 224.

### RENTALS

#### SOHO

160 Prince St. 1 Bed ..... \$1,850/mo  
120 Thompson St. 1 Bed ..... \$1,638/mo

#### GREENWICH VILLAGE

25 Cornelia St. Studio ..... \$1,000/mo  
25 Cornelia St. 1 Bed ..... \$1,650/mo  
89 Christopher St. Studio ..... \$1,300/mo  
91 Christopher St. Studio ..... \$1,350/mo

#### MIDTOWN

301 East 45th St. 1 Bed ..... \$1,750/mo

#### UPPER WEST SIDE

55 West 84th St. Studio ..... \$1,134/mo  
131 West 85th St. 1 Bed ..... \$1,800/mo

#### UPPER EAST SIDE

327 East 65th St. 2 Bed ..... \$3,500/mo  
401 East 74th St. Studio ..... \$1,650/mo

### SALES

#### GREENWICH VILLAGE

12 East 14th St. Loft ..... \$540,000

#### SOHO

260 West Broadway Loft ..... \$845,000  
66 Crosby St. Loft ..... \$645,000

#### GRAMERCY PARK

26 Gramercy Park South 1 Bed ..... \$128,000

#### CHELSEA

155 West 15th St. 2 Bed ..... \$550,000  
250 West 15th St. 1 Bed ..... \$270,000

#### MIDTOWN

155 East 34th St. 1 Bed ..... \$160,000

123 East 37th St. Studio ..... \$125,000  
420 East 58th St. 1 Bed ..... \$287,500

#### UPPER WEST SIDE

60 Riverside Drive 1 Bed ..... \$295,000  
214 Riverside Drive 1 Bed ..... \$152,000

#### UPPER EAST SIDE

40 East 61st St. 1 Bed ..... \$485,000  
300 East 62nd St. 2 Bed ..... \$695,000  
401 East 74th St. 2 Bed ..... \$395,000  
168 East 74th St. 2 Bed ..... \$850,000  
983 Park Ave 3 Bed+ ..... \$2,300,000  
1049 Park Avenue 2 Bed ..... \$615,000

### EXCLUSIVES

#### FOR RENT

#### GREENWICH VILLAGE

25 Cornelia St. 1 Bed ..... \$1,850/mo  
91 Christopher St. Studio ..... \$1,400/mo  
333 Bleecker St. 2 Bed ..... \$1,900/mo

#### BATTERY PARK CITY

300 Albany St. 1 Bed ..... \$2,500/mo

#### MIDTOWN

301 East 45th St. Jr. 4 ..... \$3,000/mo

#### UPPER EAST SIDE

300 East 90th St. 2 Bed ..... \$3,000/mo

### EXCLUSIVES

#### FOR SALE

#### GREENWICH VILLAGE

39 East 12th St. Loft ..... \$300,000

#### GRAMERCY PARK

215 East 24th St. 1 Bed ..... \$169,000

#### MIDTOWN

430 West 34th St. Studio ..... \$95,000  
212 East 48th St. 1 Bed ..... \$235,000

#### UPPER EAST SIDE

401 East 74th St. 2 Bed ..... \$425,000

## Lina Shapiro's \$113,000 Bookkeeping Coup



Lina Shapiro

Personal initiative and an 'extra-mile' concern for our clients are trademarks of Lawrence Properties. And never has this been more evident than in LP Bookkeeper Lina Shapiro's recent discovery of a \$113,000 bank mistake. Here's what happened.

Alerted by the fact that one of the buildings in her charge had received a refund from their bank due to an overage in their real estate tax escrow account, Lina questioned whether or not another of her buildings affiliated with the same bank also should have received such a refund. And Lina was right! Some conscientious research revealed that the bank's mortgage department did indeed owe the property \$113,000! This error, missed by both the co-op's accountants and the board, probably never would have been detected had it not been for Lina's astute and thorough professionalism. Within two weeks of contacting the bank, the building received a check for the full amount owed.

Many kudos to Lina Shapiro for her intelligence, enterprise, and much-appreciated dedication.

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