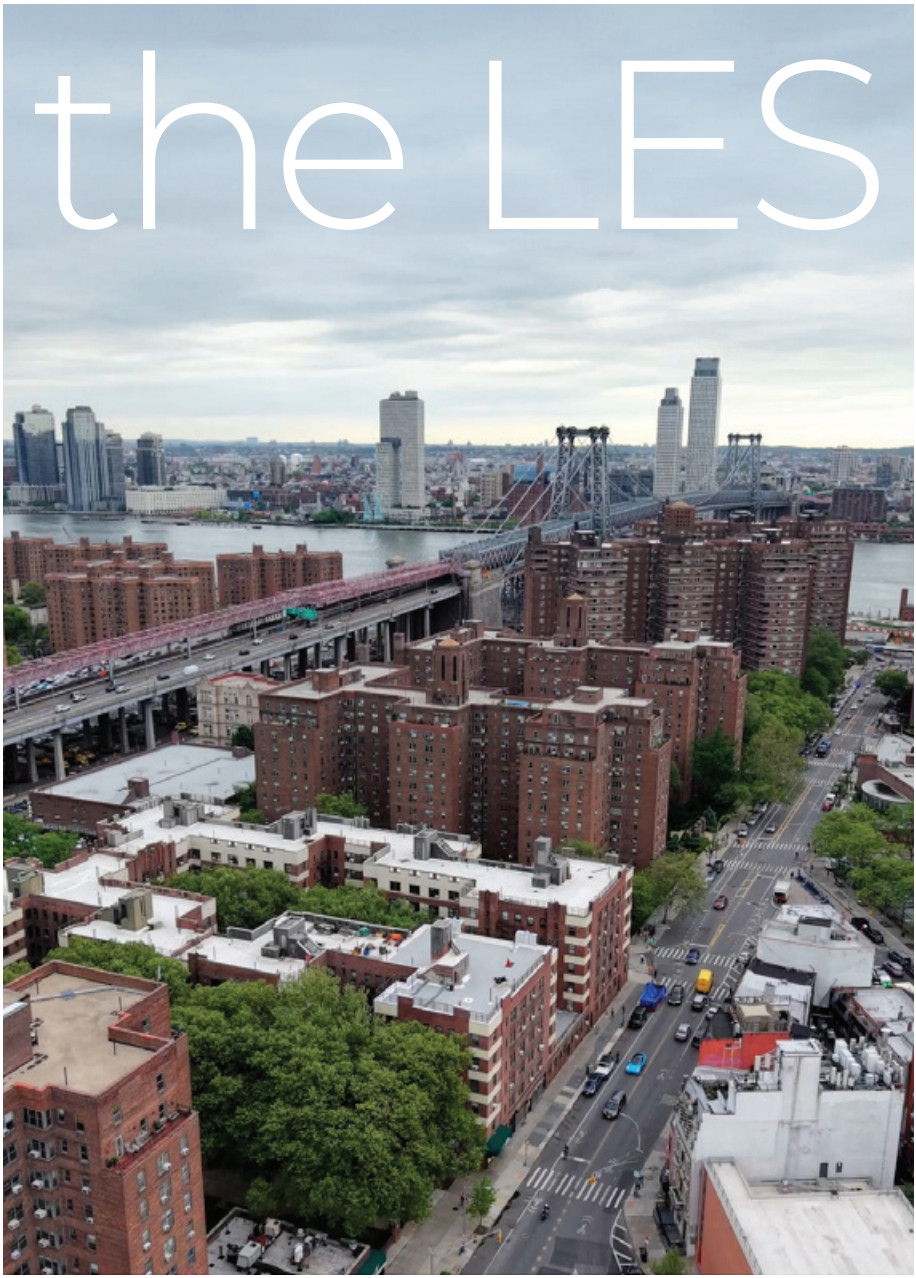
The Lower East Side's #1 Realtor

June **2025**

the LES



Presented by **Jacob Goldman**
Issue #6

#1 IN CO-OP VILLAGE

LOHO Realty

CELEBRATING 25 YEARS ON THE LOWER EAST SIDE



The Heart of the LES Beats Stronger This Summer

Dear Neighbors,

Summer is just about here—and if this past season is any indication, we're in for a hot one, in every sense of the word.

The real estate market on the Lower East Side is buzzing. In the past 60 days, we've seen dozens of contracts signed, with strong demand across studios, family-sized homes, and unique breakthrough listings. Whether you're buying, selling, or simply watching the trends, it's clear: momentum is building.

This month's issue brings together everything that makes our community vibrant: classic neighborhood institutions like Grand Cutters, fresh takes on pizza from a Lower East Side culinary school, and a heartfelt look back at the history (and chutzpah) of Yiddish on these very streets. From historic voices to modern flavors, this is a neighborhood that knows how to evolve—and how to hold on to what matters.

If you've been wondering whether this is the time to make a move, let's talk. And if you're not sure what your home is worth, we can help you find out—with no pressure, just answers.

Here's to a summer of possibilities.

Warmly,

Jacob Goldman

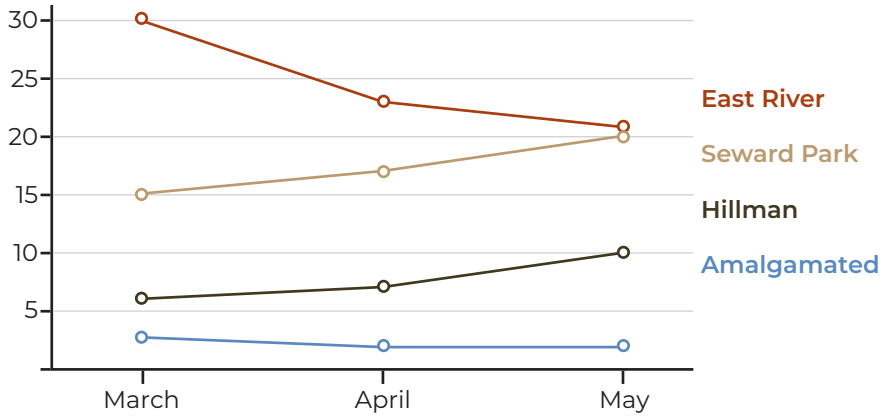
Co-op Village
Market Info
(As of 5/12/25)


East River


Seward Park


Hillman


Amalgamated



East River

UNITS AVAILABLE	APARTMENT SPECS	PRICE RANGE
2	1-bedroom without balconies	$469K-$550K
5	1-bedroom with balconies	$499K-$649K
1	1-bedroom, set back terrace	$849K
2	2-bedrooms without balconies	*$715K-$775K (price reduction)*
4	2-bedrooms with balconies	$835K-$900K
4	3-bedrooms	$995K-$1.295M
2	3-bedrooms, 2 baths, set back terrace	$1.835M-$1.899M *(price reduction)*
1	breakthroughs	$1.495M *(price reduction)*

Hillman

UNITS AVAILABLE	APARTMENT SPECS	PRICE RANGE
1	studio	$465K
3	1-bedroom	$525K-$549K

Hillman *(Continued)*

UNITS AVAILABLE	APARTMENT SPECS	PRICE RANGE
2	1-bedroom, set back terrace	$650K
3	2-bedrooms	$709K-$799K *(price reduction)*
1	breakthrough possibility (2 bed + studio)	$1.18M

Seward Park

UNITS AVAILABLE	APARTMENT SPECS	PRICE RANGE
2	studio	$499K-$545K
3	1-bedroom	$728,888-$770K *(price reduction)*
2	1-bedroom with balconies	$745K- $830K *(price reduction)*
2	1-bedroom with setback terrace	$949K-$975K
2	2-bedrooms without balcony	$1.125M-$1.395M *(price reduction)*
4	2-bedrooms with balcony	$1.01M-$1.1M
2	3-bedrooms without terrace	$1.15M-$1.275M *(price reduction)*
1	2-bedrooms with terrace *(converted to 1 bedroom)*	$1.675M
1	2-bedrooms with terrace *(converted to 3 bedrooms)*	$2.095M
1	2-bedrooms breakthrough, 2.5 bath	$2.6M

Amalgamated

UNITS AVAILABLE	APARTMENT SPECS	PRICE RANGE
1	1-bedroom	$549K
1	breakthrough	$1.675M *(price reduction)*

THE Basics of Making an offer in a NYC CO-OP

Presented by LoHo Realty



Making an offer on a co-op apartment is a pivotal step in the buying process—and in New York City, it comes with its own rules, customs, and expectations. At LoHo Realty, we've guided thousands of buyers through the unique world of co-op sales with clarity, speed, and unmatched expertise in the Lower East Side market.

KNOW WHAT YOU CAN AFFORD

Before making an offer, evaluate your complete financial picture—income, savings, debt, and monthly obligations. Co-op boards are typically more conservative than lenders, often requiring **debt-to-income ratios around 25–30%** and substantial post-closing liquidity.

LoHo Realty will help you determine which buildings match your financial qualifications and ensure your offer meets both market and board expectations.

GET PREQUALIFIED—BUT KNOW THE BOARD DECIDES

A prequalification or **preapproval** letter from a lender demonstrates that you're a serious buyer. However, in a co-op, the board conducts its own in-depth financial review. Even with financing secured, a board can decline a buyer who doesn't meet its specific criteria.

That's why LoHo Realty works with you to prepare your financials in a way that speaks directly to each co-op's standards.

DUE DILIGENCE COMES FIRST

Once your offer is accepted, your attorney will conduct **due diligence** *before* you sign a contract. This involves reviewing the co-op's financials, board minutes, and governing documents, as well as obtaining a completed questionnaire from the managing agent.

Pro Tip: LoHo Realty regularly works with attorneys who know our co-ops well. That familiarity can cut the due diligence timeline dramatically—potentially saving your deal in a fast-moving market where delays mean risk.

MAKING A STRONG OFFER

A typical offer package includes:

- The **purchase price**
- A completed **financial statement**
- A **pre-approval letter** (if financing is involved)

Unlike some other markets, there is **no binder money** or deposit collected at the time of the offer. Instead, a **10% contract deposit** is submitted at contract signing, after due diligence is complete and terms are agreed upon. Contracts in co-op sales are expected to be signed promptly once due diligence is finalized.

CLOSING TIMELINES & FURNISHINGS

Most co-op closings occur within **2.5 to 3.5 months**, depending on mortgage processing (if applicable) and the board's timeline for reviewing and approving the application.

When it comes to furnishings, the standard rule applies:

- **What's built-in stays**—including light fixtures, dishwashers, and appliances.
- **What's not built-in goes.**

While additional items can be negotiated separately, it's generally poor form to request removal of affixed items as part of the main deal.

FINAL STEPS – WITH EXPERT SUPPORT

After signing the contract, buyers face what many consider the most daunting part of the co-op purchase: the **board application**. This extensive package includes financial documentation, reference letters, disclosures, and more—and every detail matters.

That's where **Leora Shulman**, LoHo Realty's **Closing Coordinator**, becomes an invaluable asset. A seasoned paralegal with more than 20 years of experience, Leora specializes in shepherding applications through the co-op process. She works directly with buyers to gather and organize all required materials, review financial statements, anticipate board concerns, and ensure nothing falls through the cracks.

"Each application is labor-intensive," says Jacob Goldman of LoHo Realty, "and for many buyers, it can feel overwhelming. Leora makes the process manageable. She's meticulous, patient, and knows exactly what each board is looking for."

With Leora's guidance—and the LoHo team at your side—you're not just submitting an application. You're submitting your strongest case.

Buying a co-op in NYC doesn't have to be overwhelming. With LoHo Realty, you get deep market expertise, strategic guidance, and hands-on support from contract to closing.

The Pizza School NYC

By Renee Gershman



The Seward Park Housing Corporation has a block of commercial space that I fondly refer to as Carb Central. It includes a bagel shop, a doughnut shop, a cupcake shop, and a pizza school.

Recently I spent a delightful afternoon taking a class at the Pizza School. I had had the impression that it was a space for group and corporate events, but when I learned that they have weekend classes for individuals, couples, and families, I just had to try it. I am a trained chef, and my boyfriend went with me. Here are my thoughts on our afternoon at Pizza School NYC.

I have taken and taught many cooking classes over the years. My boyfriend, on the other hand, has never made a dough, let alone a pizza (other than cooking a frozen pie or reheating a slice). I am pleased to report that not only did I learn some new techniques, but my boyfriend learned to make pizza from flour and yeast to slicing the completed dish. We learned the whole process, including making the sauce, to the best way of layering toppings. We ended up with some very beautiful and very tasty pies and took home some homework dough too.

The class runs for four hours and boasts a crew of 3 people. Ricky Mieses, the extremely knowledgeable and professional main instructor, walked the class through the whole process. The first step was making the dough, a four-ingredient recipe which was presented with several clever shortcuts for cooking at home with confidence. We learned about different varieties of flour, and how they affect the end product. The staff was utterly gracious and hospitable.





Next came the sauce. The instructor gave what seemed like a top-secret recipe for a 60 second sauce, which turned out to be a pitch-perfect pizzeria base. A cheese-tasting followed, which illustrated the varieties of flavors and textures that we all take for granted.

Then it was time to make and taste. The instructor made examples of the three classic (mother, one might say) pies: New York Style, Margarita, and Blanca. Each one was a categorical ideal.

From among the huge assortment of toppings (including sophisticated vegan options), my boyfriend and I made our version of a pizza suprema, with three meats, onions and red roasted peppers. Our second pie was a dessert pizza, with fresh mozzarella, ricotta and frozen raspberries, topped with a raspberry syrup infused with balsamic vinegar, and mini chocolate chips which melted into



the hot pie. I topped it with a little sprinkling of salt, and we were in sweet cheesy heaven. Lastly, we topped the pie off with a sprinkling of crushed Strawberry Pop Rocks, with a surprising result. It turns out that Pop Rocks on a hot pie equals mini explosions! Nonetheless, it was one of the most delicious desserts I've had in quite a while.

This was one of the most fun and informative cooking classes I have taken in a long time. The school offers a well-curated selection of tools, including a cooking steel and pizza peeler, which provides the customer with everything necessary for at-home pizzeria operations.

This is not merely a one-stop shop for pizza making. The school provides a skill that can be practiced and perfected at home, in a standard oven. In case of a question or issue, there is a "dough emergency" hotline phone number to help you out.

The owners, Mark and Jenny Bello, opened the school in 2010. They have been featured with Al Roker on the Today show. The Bellos have undeniable Lower East Side cred: Mark's grandfather was born on Hester Street, went to Seward Park High (class of 1931), and later ran a printing store at Lafayette and Kenmare. They have had students go on to open their own pizza businesses and many repeat corporate clients. As of the date of our class, Pizza School NYC has crafted and completed 113,661 pizza pies. The school has upcoming ventures coming up including a Pizza Retreat in the Hudson Valley and Pizza Weddings coming soon.

I cannot recommend the course highly enough.

Pizza School NYC
371 Grand St, New York, NY 10002
(212) 228-5483
https://pizzaschool.com

For more information about food and neighborhood eats, please email me at:
renee.gershman@gmail.com or
Instagram: @reneegershman





WIN THREE $50 Gift certificates to Grand Cutters Barber Shop

Grand Cutters Barber Shop, founded in 1960, is a family owned & operated barber shop and watch repair shop. From haircuts, beard trims, and signature classic/ royal shaves, we care about the quality of service. Free wifi and complimentary bottles of water. Hot towel & neck shave after every haircut. They don't just provide NYC style haircuts, they excel at them!

LoHo Realty is giving away THREE $50 gift certificates to Grand Cutters Barber Shop, located at:

395 Grand Street
New York, NY 10002

Entering is simple and quick!

How to Enter:

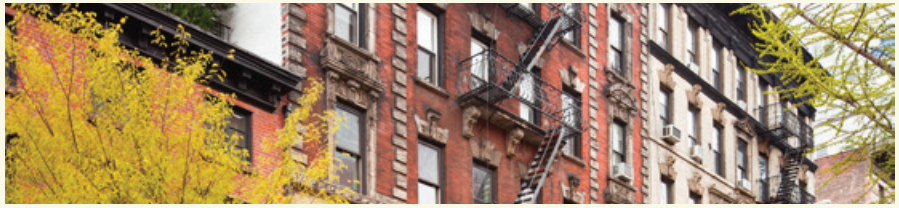
Email us at: giveaway@lohorealty.com
Deadline to enter: *June 30, 2025.*
Make sure to include your name, phone number and mailing address with your entry. Winners will be chosen at random and contacted via email/phone.

Terms & Conditions: *One entry per person. One gift certificate per winner. Three winners in total.*

No more rental broker fees? Not so fast....

The FARE Act:
What It Really Means for NYC Renters

By Jacob Goldman, Broker/Owner – LoHo Realty



Effective June 11, 2025, the FARE Act introduces a major shift in how broker fees are handled in New York City apartment rentals. For decades, renters often shouldered the broker's fee. The Fairness in Apartment Rental Expenses (FARE) Act flips that arrangement, placing the cost with whoever actually hired the broker. The goal, at least in theory, is greater transparency and fairness in one of the country's most desirable rental markets.

While this sounds positive in theory, the practical implications are more complicated. The law presumes that making landlords pay broker fees creates a more equitable system—but it may end up **reducing transparency, increasing rents, and limiting access** to available apartments. In reality, it does not eliminate broker fees—it simply shifts them, and in doing so, may create **unintended consequences** for both tenants and landlords.

What Changes and What Stays the Same

TOPIC	BEFORE FARE	AFTER FARE (JUNE 11, 2025)
Who pays a broker hired by the landlord?	Tenant	Landlord
Who pays a broker hired by the tenant?	Tenant	Tenant (unchanged)
Disclosure of fees*	Often unclear or delayed	Required in listing and lease
Security deposit	Capped at 1 month's rent	Unchanged
Penalties for violations	N/A	$500–\$1,000 per violation

Renters may save thousands up front, but the law does not prohibit landlords from raising the rent to offset their own increased costs. In this way, tenants may end up paying the fee over time rather than upfront.

Potential Impacts and Pitfalls

- **Rent inflation:** Landlords may raise rents to absorb broker costs—ultimately passing the expense back to renters over time.
- **Reduced transparency:** Dual agency, where one broker represents both landlord and tenant, is not addressed by the law and may become more opaque.
- **Hidden inventory:** Landlords reluctant to pay broker fees may keep apartments off public websites or only work with brokers who bring tenants directly. That means **many listings may never reach the open market.
- **Legal uncertainty:** Real estate groups are challenging the law in court, and a ruling could land after the law takes effect.
- **Misconceptions:** Renters may assume they never pay a broker fee again—but if they hire a broker to help them access these now-hidden listings, they will still be responsible for paying that broker.

How LoHo Realty Is Helping Clients Navigate the Change

At LoHo Realty, transparency has always been part of our approach. We make clear who we represent and what fees apply.

We also work closely with both renters and landlords to ensure everyone stays compliant while getting real value. For landlords, we show how professional leasing saves time and money—often more than the cost of the broker's fee. For renters, we ensure the correct party is paying, and we flag anything that violates the new rules.

And for board-heavy rentals (co-ops), we bring in one of our greatest assets: Leora Shulman, LoHo Realty's Closing Coordinator. A paralegal with over 20 years of experience, Leora helps clients navigate the complicated board package process. She makes sure every "i" is dotted and every "t" is crossed, especially when renters feel overwhelmed by paperwork and approvals.

Final Thoughts

The FARE Act represents a big shift—but it doesn't eliminate broker fees altogether. It just moves the responsibility to the party who hired the broker. Whether that's a benefit or a burden depends on how the market responds.

For many renters, the up-front savings are real. But for others, fewer listings, higher monthly rents, and new layers of complexity may make the search more difficult, not less.

As the law takes effect and court cases unfold, LoHo Realty will continue to guide clients with clarity, honesty, and expertise.

Questions about how the FARE Act affects your next lease or rental property? Reach out to LoHo Realty today. We're here to help.

Important Contact Numbers

Community Numbers

Police, Fire, Emergency	911
7th Precinct	212-477-7311
Hatzolah	212-230-1000
NORC	212-358-8489
Educational Alliance	646-395-4100
Manny Cantor Center	646-395-4280
Henry Street Settlement	212-766-9200
Abrons Arts Center	212-598-0400
Paul Taylor Dance Company	212-431-5562

East River Cooperative

Management	212-677-5858
Maintenance	212-677-5744
Boiler Room	212-677-2767
Security	
453 / 455 / 457 FDR Drive	212-253-6767
473 / 475/ /477 FDR Drive	212-253-6966
568 / 570 / 572 Grand Street	212-253-6866
573 / 575 / 577 Grand Street	212-253-6996

Hillman Cooperative

Management	917-938-5833
Maintenance	917-938-5833
Emergency Line (after hours & weekends)	212-986-0001
Boiler Room	212-677-2767
Security	646-901-2954

Amalgamated Cooperative

Management	212-970-5890
Maintenance	646-773-6919
Boiler Room	212-677-2767
Security	646-773-6919

Seward Park Cooperative

Management	212-979-1480
Maintenance	212-982-2221
Security	
208 / 210 / 212 East Broadway	212-505-5893
264/ 266 / 268 East Broadway	212-505-5891
383 / 385 / 387 Grand Street	212-505-5894
413 / 415 / 417 Grand Street	212-505-5890

Why Am I Renting?

ISN'T IT TIME TO TURN YOUR RENT INTO EQUITY?

Are you tired of renting? Renting can feel like you're throwing money away every month, but it doesn't have to be this way. Imagine investing that monthly rent into your own home — building equity, stability, and your future. By owning a co-op, you can enjoy potential tax benefits and build long-term financial security.

AND LOHO REALTY IS HERE TO MAKE IT HAPPEN.

With over 25 years of experience, we specialize in helping renters transition to homeowners. Let us guide you through every step of the process, from financing options to finding the perfect place to call home.



Stop wondering 'Why am I renting?' — Start asking 'How can I own?'

CONTACT US TODAY TO TAKE THE FIRST STEP TOWARD HOMEOWNERSHIP.

Call us at 212-388-1115
or visit LoHoRealty.com
TO SCHEDULE YOUR FREE CONSULTATION.

#1 IN CO-OP VILLAGE

LOHO Realty

CELEBRATING 25 YEARS ON THE LOWER EAST SIDE

Find Out What Your Place is Worth



scan

Featured Listings

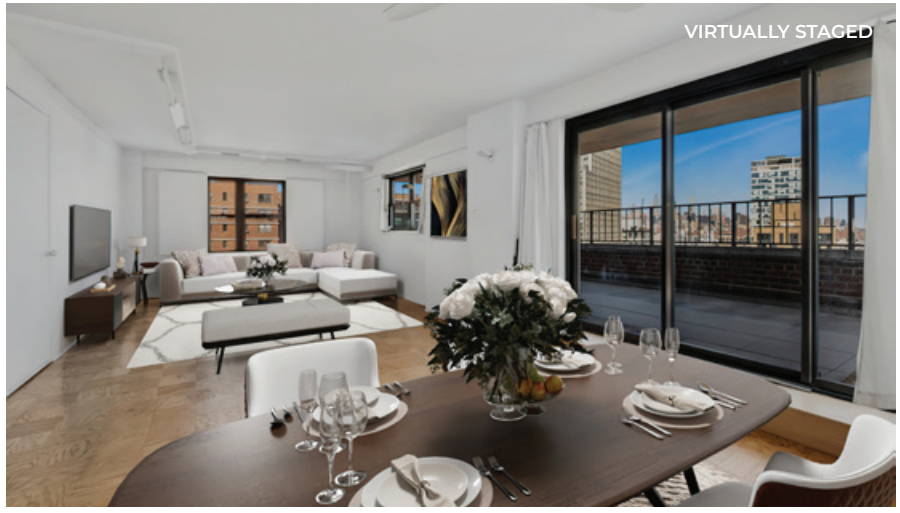
#1 IN CO-OP VILLAGE
LOHO Realty
25 YEARS



577 Grand Street, F1904

3 Bedroom | 2 Bathroom | Terrace | Price: $1.835M | Maint.: $2,071

Listing status as of 5/14/2025. For updated listings, visit lohorealty.com.



212 East Broadway, G1801

Convertible 2 Bedroom I Double-width set back terrace

Price: $1.675M | Maint.: $1,907



477 FDR Drive, M103/104

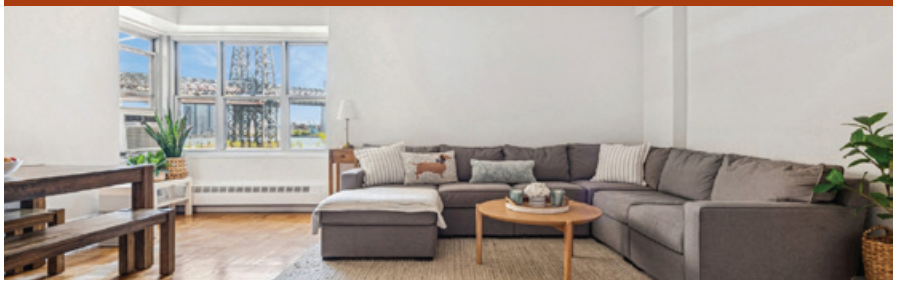
4+ Bedroom | 2+ Bathroom | 2 Balconies | Price: $1.495M | Maint: $2,745

Listing status as of 5/14/2025. For updated listings, visit lohorealty.com.

Featured Listings

#1 IN CO-OP VILLAGE
LOHO Realty
CELEBRATING 25 YEARS

3 Bedrooms



455 FDR Drive, B405
3 Bedroom | 2 Bathroom | Price: $1.295M | Maint.: $1,844

3 Bedrooms



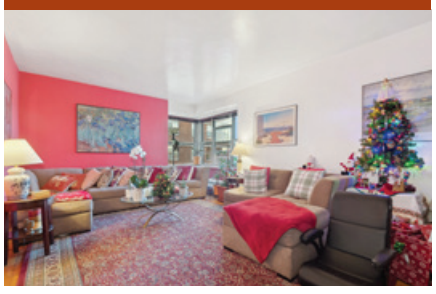
266 East Broadway, B606
3 Bedroom | 1.5 Bathroom
Price: $1.275M | Maint.: $1,458

3 Bedrooms



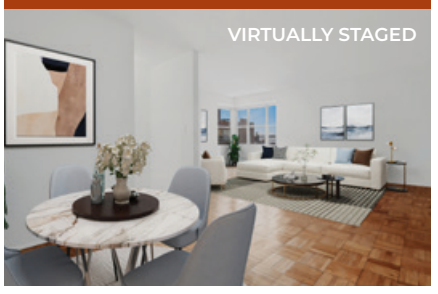
550 Grand Street, J8D/8E
3+ Bedroom | 2+ Bathroom
Price: $1.18M | Maint.: $2,226

3 Bedrooms



570 Grand Street, H1405
3 Bedroom | 1.5 Bathroom
Price: $1.15M | Maint.: $1,880

3 Bedrooms



575 Grand Street, E1105
3 Bedroom | 1.5 Bathroom
Price: $1.075M | Maint.: $1,849

Listing status as of 5/14/2025. For updated listings, visit lohorealty.com.

2 Bedrooms



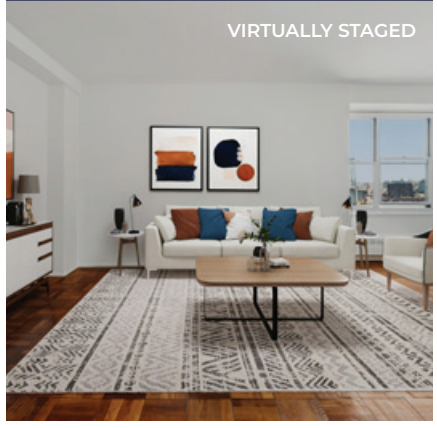
268 East Broadway, A307
2 Bedroom | Balcony
Price: $1.1M | Maint.: $1,447

2 Bedrooms



577 Grand Street, F504
2 Bedroom | Balcony
Price: $865K | Maint.: $1,528

2 Bedrooms



477 FDR Drive, M1605
2 Bedroom
Price: $775K | Maint.: $1,411

2 Bedrooms



457 FDR Drive, A1405
2 Bedroom
Price: $715K | Price: $1,407

Listing status as of 5/14/2025. For updated listings, visit lohorealty.com.

Featured Listings

#1 IN CO-OP VILLAGE
LOHO Realty
25 YEARS

2 Bedrooms



550 Grand Street, J8E
2 Bedroom
Price: $715K | Maint.: $1,416

2 Bedrooms



550 Grand Street, J2F
2 Bedroom
Price: $709K | Maint.: $1,443

1 Bedroom



504 Grand Street, H1
1 Bedroom
Price: $549K | Maint.: $736

1 Bedroom



475 FDR Drive, L104
1 Bedroom | Balcony
Price: $499K | Maint.: $1,223

1 Bedroom



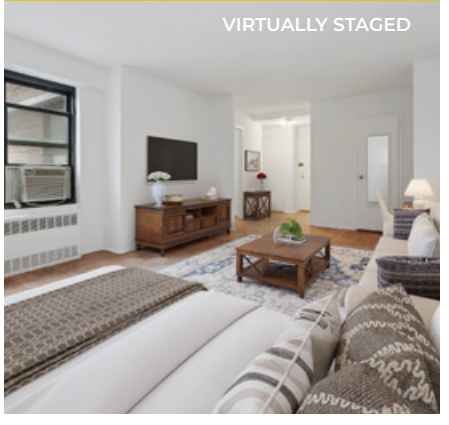
475 FDR Drive, L2104
1 Bedroom | Balcony
Price: $615K | Maint.: $1,267

1 Bedroom



477 FDR Drive, M1802
1 Bedroom
Price: $550K | Maint.: $1,088

Studio



385 Grand Street, L502
Studio (Full-Kitchen)
Price: $499K | Mant.: $756

Studio



550 Grand Street, J8D
Studio
Price: $465K | Maint.: $811

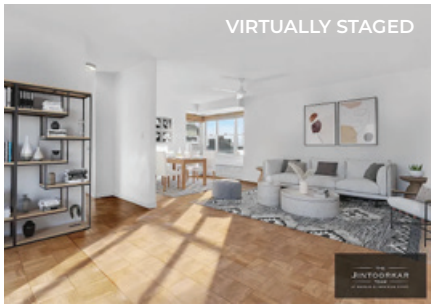
Listing status as of 5/14/2025. For updated listings, visit lohorealty.com.

Listing status as of 5/14/2025. For updated listings, visit lohorealty.com.

In Contract



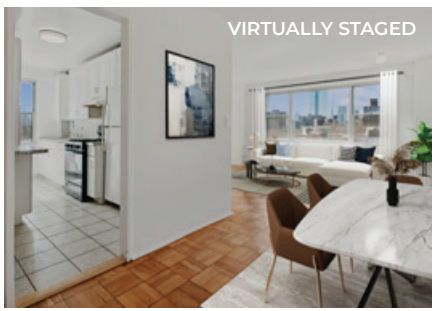
210 East Broadway, H501/502
3 Bedroom | 2 Bathroom
Price: $1.76M | Maint.: $2,059
**we represent the buyer*



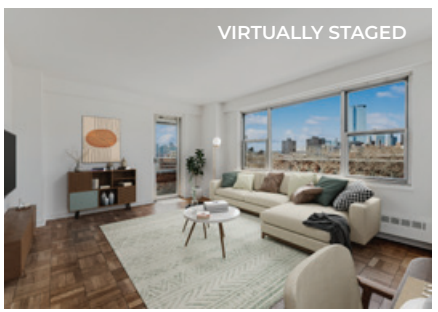
575 Grand Street, E1605
3 Bedroom | 1.5 Bathroom
Price: $1.249M | Maint.: $1,653
**we represent the buyer*



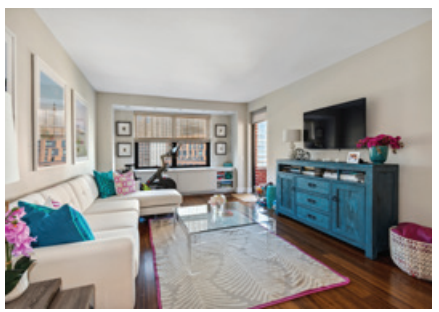
417 Grand Street, D106
2 Bedroom | Balcony
Price: $999K | Maint.: $1,406



573 Grand Street, D806
2 Bedroom | Balcony
Price: $815K | Maint.: $1,499



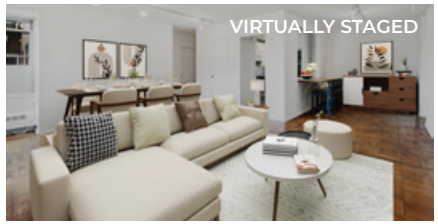
573 Grand Street, D706
2 Bedroom | Balcony
Price: $815K | Maint.: $1,488



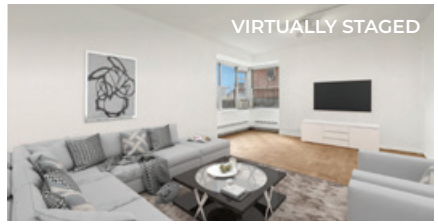
415 Grand Street, E908
1 Bedroom | Balcony
Price: $795K | Maint.: $1,078

Listing status as of 5/14/2025. For updated listings, visit lohorealty.com.

#1 IN CO-OP VILLAGE
LOHO Realty
CELEBRATING 25 YEARS



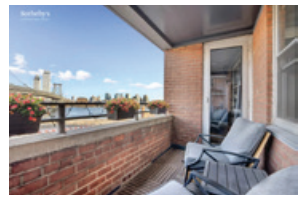
477 FDR Drive, M205
2 Bedroom
Price: $759K | Maint.: $1,325



477 FDR Drive, M105
2 Bedroom
Price: $759K | Maint.: $1,325



475 FDR Drive, L1504
1 Bedroom | Balcony
Price: $669K | Maint.: $1,156
**we represent the buyer*



475 FDR Drive, L806
1 Bedroom | Balcony
Price: $650K | Maint.: $1,192
**we represent the buyer*



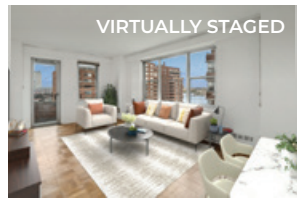
473 FDR Drive, K1502
1 Bedroom
Price: $600K | Maint.: $1,063
**we represent the buyer*



550 Grand Street, GGA
1 Bedroom
Price: $599K | Maint.: $1,096



575 Grand Street, E1004
1 Bedroom | Balcony
Price: $599K | Maint.: $1,198



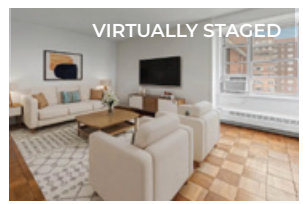
570 Grand Street, H1504
1 Bedroom | Balcony
Price: $565K | Maint.: $1,250



570 Grand Street, H1304
Price: $535K | Maint: $1,197
**we represent the buyer*



575 Grand Street, E403
1 Bedroom Efficiency
Price: $475K | Maint.: $737



477 FDR Drive, M1602
1 Bedroom
Price: $475K | Maint.: $996
**we represent the buyer*

Listing status as of 5/14/2025. For updated listings, visit lohorealty.com.



LES HISTORY:

The Joys and Oys of Yiddish

By Eric Ferrara

In 1916, New York's Lower East Side buzzed with Yiddish voices. Among them was The Jewish Daily Forward—the Forverts—a newspaper that ran the legendary advice column A Bintel Brief ("A Bundle of Letters"). Immigrants wrote in with raw, heartfelt questions about loveless marriages, harsh bosses, and homesickness. One father lamented, "In America, even the tears don't taste the same." That unique cocktail of sorrow, sarcasm, and street smarts—spoken in a language once dismissed as "just a jargon"—quietly embedded itself into the soul of American culture.

Between 1880 and 1924, more than 2.5 million Eastern European Jews arrived in the U.S., many settling in New York. By the 1930s, Yiddish was the city's third most spoken language after English and Italian. But more than numbers, Yiddish left its mark with attitude—funny, biting, tender, and wise. From the Borscht Belt to Broadway, from Seinfeld to TikTok, Yiddish became a cultural password, a wink, a punchline.

A fusion of German, Hebrew, Aramaic, and Slavic, Yiddish was born in medieval Central Europe and flourished in the shtetls of Eastern Europe. In America, it exploded on the Lower East Side. By 1910, over 350,000 Jews lived there, forming a world of Yiddish theaters, cafés, socialist newspapers, and anarchist book clubs. The Forverts and Fraye Arbeter Shtime (Free Voice of Labor) filled newsstands. Second Avenue, nicknamed the "Jewish Rialto," hosted a dozen Yiddish theaters where audiences debated Ibsen and wept through soap-operatic shund ("trash"). As scholar Ilan Stavans put it: "Yiddish was the GPS for navigating America. It let you cry about the Golden Land while mocking its contradictions."

Founded in 1897, the Forverts was more than news—it was a lifeline. Its editor, Abraham Cahan, responded to Bintel Brief letters with a mix of realism and warmth. The paper also published serialized

novels, job listings, and even a "Gallery of Missing Husbands" to shame deserters. At its peak in 1924, the paper had 275,000 readers a day.

Yiddish theater was a mix of escape and education. Boris Thomashefsky—the "Father of Yiddish Theater" in America—starred in musicals about yeshiva students turned gangsters. Playwright Jacob Gordin tackled strikes, sweatshops, and women's rights. At the People's Theater, audiences threw garlic at the villains. These stages gave birth to future film legends: the Warner brothers began by projecting Yiddish subtitles; Paul Muni launched his career in these very halls.

By the 1930s, Yiddish took to the airwaves. On radio station WEVD (named for socialist Eugene V. Debs), shows like The Jewish Philosopher blended folksy wisdom with ads for schmaltz (rendered chicken fat). Comedian Molly Picon hosted The Yiddish Kitchen, mixing recipes with sharp one-liners: "A husband is like a kugel—best when warm and a little sweet."

But Yiddish didn't just contribute words—it smuggled sensibilities. Its spirit lives in chutzpah (guts), kvetching (artful complaining), and schmaltz (melodrama). Everyday American English now relies on Yiddish imports: schmooze (to chat), klutz (a clumsy person), nosh (a snack), spiel (a pitch), glitch (a tech hiccup), and mensch (a person of integrity). The fusion of Yiddish and English—"Yinglish"—birthed expressions like "Enough already!" and "Money, shmoney!"

In the Catskills, Jewish comics like George Burns, Eddie Cantor, and Fanny Brice honed their Yiddish-laced schtick. Mel Brooks brought Yiddish absurdism to the big screen in The Producers ("Springtime for Hitler," anyone?). Isaac Bashevis Singer, writing entirely in Yiddish, won the Nobel Prize for literature and called it "the language of the neshome [soul]." Meanwhile, Philip Roth twisted its guilt-laden cadences into literary comedy gold.

Seinfeld may have been broadcast in English, but its rhythm was pure Yiddish. The "Soup Nazi"? Pure shtetl logic. Elaine's "yada yada"? Rooted in the Hebrew yode'a ("to know"). Larry David's Curb Your Enthusiasm made schmohawk and schmear campaign part of the American lexicon.

Yiddish didn't vanish. It adapted. It hid in plain sight.

As author Michael Wex writes in Born to Kvetch: "Yiddish didn't die—it went undercover. It's the language of the underdog. And America loves an underdog."

Eric Ferrara is the founder of the Lower East Side History Project (leshp.org).



Jacob Goldman

212-388-1115, info@lohorealty.com

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-Art F.

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"The LoHo team are deep experts on Lower East Side co-ops. I think it would be crazy to work with anyone else to buy an LES home because they know everyone involved, every unit that's available, the contractors, and crucially how to navigate the process. Jacob and team were responsive, kind, and transparent. We can't say enough good things about working with them!"

-Dan P.

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CELEBRATING 25 YEARS

Strawberry Shortcake

By Renee Gershman



June is upon us, and with it comes the summer. Many of us are familiar with Flag Day on June 14. But did you know that June 14 is also National Strawberry Shortcake Day?

This sweetly mouth filling holiday honors my favorite dessert. Combining a crispy butter-biscuit-like cake with seasonal macerated strawberries and freshly whipped cream, done properly, strawberry shortcake is soft but not formless, and sweet but not cloying. And it beckons the appetite with a charming range of whites, pinks and reds. I even like it for my birthday.

What follows is a basic recipe, inspired by one of my culinary school professors. Please note that you can customize this by adding roasted ground nuts to the cake, or flavorings to the cream and/or the fruit. In the version below I left the topping off so you could see the beautiful biscuit, but of course you are free to follow your heart's desire.

BISCUIT RECIPE:

Ingredients

- 2 ¾ cup of All Purpose Flour, plus extra for your hands, rolling pin, and work surface.
- ¼ cup granulated sugar
- 4 teaspoons baking powder
- ½ teaspoon baking soda
- 1 teaspoon salt
- ¾ cup butter (12 tablespoons cut in to cubes)
- 1 cup cold buttermilk
- 2 Tablespoons heavy cream
- Coarse Sugar (for sprinkling on top)

Directions

- Preheat oven to 400 degrees
- Mix dry ingredients in a bowl, or place in a food processor and pulse 4-5 times until fully incorporated. Add cubed cold butter to the bowl and incorporate using a pastry cutter or, in the food processor, pulse until crumbly. Either way, you want the dough to resemble coarse crumbs.
- Dump the mixture into a large bowl and create a well in the middle of the pile. Pour the buttermilk in the middle of the well, and begin to incorporate the mixture by working it inwards from the sides and bottom into the liquid. Mix the dough until it is crumbly and "shaggy." Transfer the dough onto a floured work surface.
- Flour your rolling pin and roll out the dough until you have a rectangle ¾ inch thick. Cut the dough into four equal parts and stack on top of each other and gently roll out again.
- Repeat these methods 2 more times (or look on Youtube for in-depth directions for laminating biscuit dough).
- To complete the dough preparation, roll it out one last time. Using a 3-inch round biscuit cutter (or a sharp knife), cut into squares.
- Brush the top with heavy cream and top with coarse sugar. Bake at 400 degrees for 15 to 20 minutes. Let cool.

STRAWBERRY RECIPE:

Ingredients

- 4-6 quarts of strawberries, de-stemmed and sliced.
- ¼ Granulated sugar

Directions

Combine strawberries and sugar in a large bowl and let it sit for at least 30 minute. The strawberries will release their juices and create a syrup. Optional flavorings include elderflower, white balsamic vinegar, or even gin.



WHIPPED CREAM RECIPE:

Ingredients

- I pint Heavy Cream
- 1 Tablespoon Vanilla Extract
- 2 Tablespoons Powdered Sugar (or more, to taste)

Directions

Mix all ingredients together with a hand mixer or blender, until soft peaks form. Be careful not to overwhip, or it will turn into butter!

FINAL ASSEMBLY:

Slice open biscuits, and layer strawberries and whipped cream. Sandwich together. To make the dessert even more indulgent, top with additional strawberries and/or whipped cream.

Hope you enjoy the recipe.
Happy Summer!

THE NEIGHBORHOOD CONNECTION MAGAZINE

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