

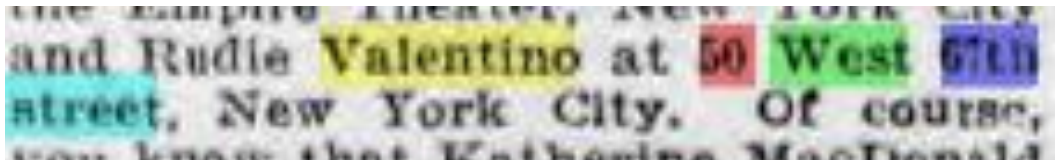


100 YEARS AT 50 WEST



Rudolph Valentino

Living at 50 West in 1923



Brooklyn Standard Union, May 27, 1923, p. 8





100 YEARS AT 50 WEST

From *Photoplay*, Vol. 24 (July-December) 1923, p. 126:

Jerry of Sherman, Texas. — Men as I before, and sapiently, have observed are but human. Rodolph Valentino is a man, therefore human. Hence he will be glad to know that you, who write backhandedly under the soubriquet of Jerry, "worship at his shrine as ardently as any flapper. He's so disgustingly handsome." Suspicion stirs deep in my being, Jerry. Maybe you are a man and envious of the darkeyed one's reign over the hearts of the women in his audiences. I am not sure. If you are Mr. Jerry instead of Miss Jerry you would not be likely to say, "His eyes intrigue me, exceedingly, oh where, oh where, can I obtain a photograph of 'The Young Rajah'?" Write him care of his headquarters, 50 West 67th Street, New York, N. Y.

From *New York Times*, August 25, 1926, p.1:

Thousands in Riot at Valentino Bier; More Than 100 Hurt — Crowd at Funeral Church Is Out of Police Control at Times — Big Windows Crash...Traffic Interrupted, Mounted Policemen Charge Again and Again in Vain.

More than 30,000 persons tried to get a two-second glimpse of the body of Rudolph Valentino, lying in state at Campbell's Funeral Church, on Broadway at Sixty-sixth Street, yesterday afternoon and last night. As a result, the



In the judgment of the police on the scene, the rioting was without precedent in New York, both in the numbers concerned and in the behavior of the crowd, which, in large part, consisted of women and girls....

Time after time during the afternoon a dozen mounted policemen were forced to charge into the crowd, while women shrieked and yelled in terror and tried to scramble away from the horses' hoofs... and at one time Broadway, closed to traffic intermittently for several hours along the block between Sixty-sixth and Sixty-seventh Streets, was littered with torn and battered personal belongings....

Rudolph Valentino Documentary