



MASTER  
BUILDING

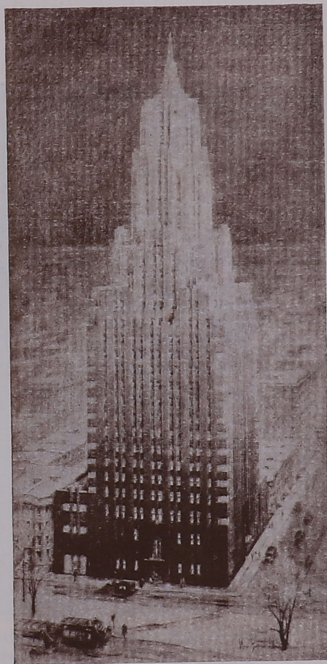
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Apartment Hotel

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310 Riverside Drive  
At 103rd Street  
New York





MASTER BUILDING

*"Live in a home of Art and Culture."*



*Riverside Drive entrance to  
Master Building.*



### **MASTER BUILDING**

THE New Era of Beauty is now entering all life and is an inseparable part of daily existence. For this reason the Master Building stands out as a Monument of the new day when home life will partake of the substance of Beauty.

As the first great combination APARTMENT HOTEL, MUSEUM AND ART CENTER, THE MASTER BUILDING will unite within its walls every phase of beauty. Not long ago the ideal of living in constant contact with the great masterpieces of art would have seemed an unrealizable dream. But the MASTER BUILDING will make this a realization for all those who will live here.

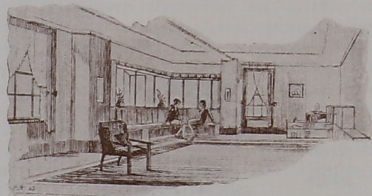
In its achievement of combining, in the closest relation, Life and Art, through its living quarters and its Art Institutions, The Master Building must be regarded as a milestone of culture. Utilizing the Skyscraper—an artistic and architectural expression native to the soil of this country—the 24-story Master Building combines every facility of practical comfort for home life, on one hand, and, on the other, all phases of cultural and educational life and recreation.



On the main floor there is a Restaurant with an unexcelled cuisine where the atmosphere is one of warmth and hospitality. There is also a private dining room which is at the disposal of the guests. Room Service is available at all times.

The Lobby and Reception Room are commodious and inviting, furnished as they are in the utmost taste and refinement, modern decoration being employed throughout the building. The walls are hung with works of art and an atmosphere of Beauty and Culture prevails.

The rentals are moderate and within the reach of all and include courteous and efficient maid service as part of the lease. It is seldom that, for such reasonable terms, one finds such happy combination of comfort and artistic environment as the Master Building offers to its patrons.



*Great corner windows through which  
the sun and light stream.*

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The management is under the personal direction of William B. Hall, who has had a wide and successful hotel experience, thereby assuring the maintenance of excellent service. Mr. Hall is widely known as one of the foremost apartment hotel managers of New York, having directed the destinies of many leading establishments.

The location of the Master Building is one of convenience as well as beauty. The Fifth Avenue and Riverside Drive Busses stop at the door, and the subway express station, only ten minutes from Times Square, is but a two-minute walk.

#### PRIVILEGES FOR RESIDENTS

*Art Institutions Housed in the Master Building  
Lectures, Concerts, Cinema, Libraries*

IN addition to the apartments, the building will contain the Roerich Museum, one of America's artistic monuments; the Master Institute of United Arts and Corona Mundi, International Art Center, two of America's great art institutions, and the Hall of Nations (Auditorium). Thus, for the first time, a building shall be the embodiment of the cultural ideal. The aim of the builders has been to erect a true art community, in which art will have the opportunity to reflect its highest influence on those who come within its walls.

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In the spirit of the new movement in the Cinema, which has brought to this art new possibilities for widening its artistic and educational influence, there is planned a regular program which will afford recreation to the residents.

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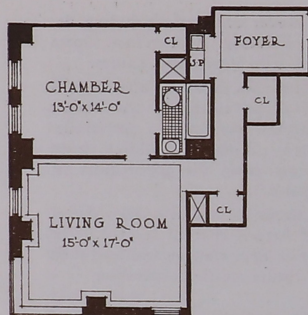
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## CORONA MUNDI, INTERNATIONAL ART CENTER

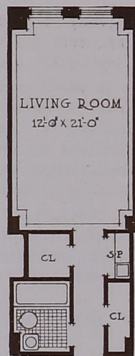
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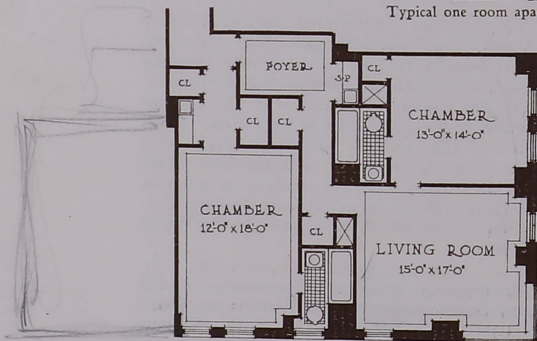




Typical two room apartment  
Note unusual corner windows

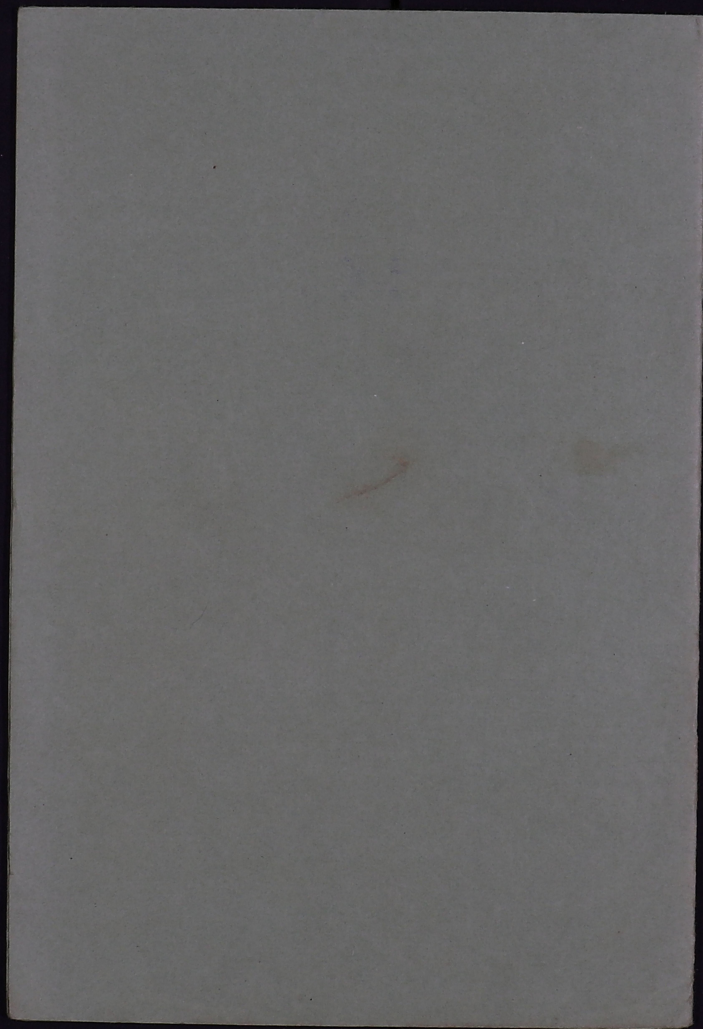


Typical one room apartment



Typical three room apartment  
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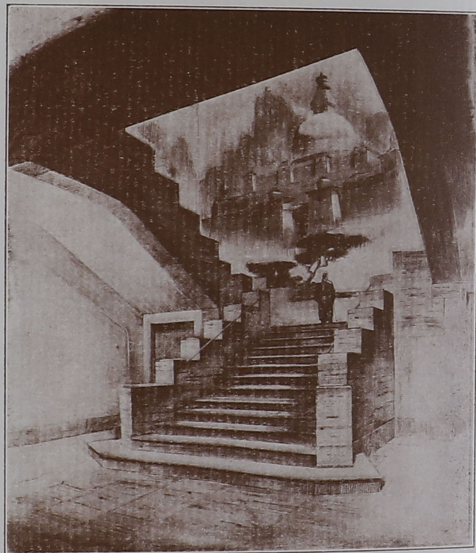
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## APARTMENT HOTEL

THE Apartment Hotel of the Master Building is planned to meet the needs of the most discriminating. Situated high on one of the beauty spots of Riverside Drive, it commands an unobstructed view of cultivated grounds, trees and park with a magnificent thirty-mile sweep of the Hudson River stretching to North and South. Its beauty of line, terrace and tower make it a historic architectural achievement in America.

The facade of the building is particularly interesting. The lower stories are dark purple and as the structure rises in imposing dignity, the purple becomes lighter and lighter until finally the towers stand out white against the sky. This is the first time in architectural history that gradation of color in bricks has been used for the exterior of a building.

The apartments themselves are divided into suites of 1, 2, 3 or more rooms, equipped with a Serving Pantry, with silent refrigeration and a private bath for every bedroom chamber. Absence of a court makes each room an outside room, thus assuring light and air as well as a view from every window. Commodious closet space, lack of which is frequently deplored in apartment hotels, is one of the special features. All radiators are enclosed in artistic metal cabinets.

Because of the set-back structure of the building it has been possible to enhance the desirability of many of the rooms by permitting them to open out on private terraces. The suites are arranged

in a variety of ways and so planned as to conform to individual taste.

The upper stories afford a Solarium and Promenade. Here a resident may entertain friends, have tea and partake of other social amenities amid unusually attractive surroundings. Or, if he prefers, he may simply relax in comfort and enjoy the magnificent view, and benefit from the invigorating air. He might well imagine himself far out in the country instead of in the heart of New York City.

A unique feature of the apartments, which is used for the first time in America, is the introduction of a Corner Window of unusual proportions which lends the feeling of a studio, giving the room a distinctive appearance as well as making it unusually light and airy.

Wide  
terraces  
above  
the river.

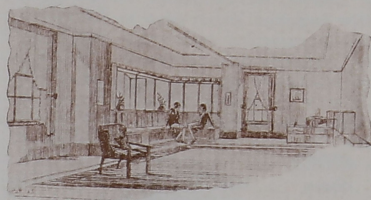




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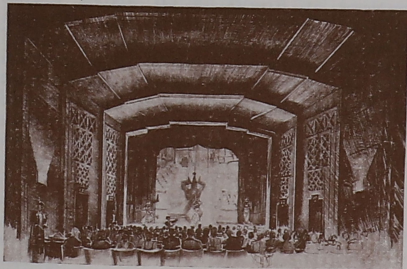
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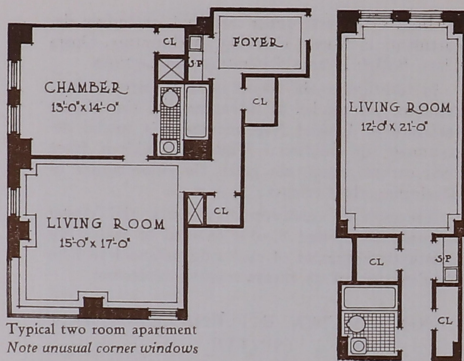
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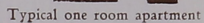
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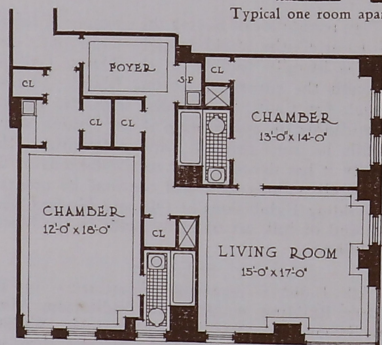
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