

C O P Y

BOARD OF EDUCATION  
The City of New York

Office of the

Director of Art in High Schools  
500 Park Avenue Tel. Plaza 5580

Mr. Louis L. Horch, President  
Roerich Museum  
New York City

My dear Mr. Horch

In the midst of a most restful vacation which Mrs. Grant and I are spending at our camp up here in the woods, I have been making a rather careful review of the work of the department over which I have had supervision during the past three years.

In doing this I find that the rush of events has prevented me from properly thanking you and thru you the Master Institute and Roerich Museum for the very kind and most generous cooperation that has been extended to the department and to the teachers of art in the New York High Schools during these years. I refer not only to the many times that the Museum has opened its doors to the teachers but more especially to the granting at my request of the scholarships to the two young people John Kalfian and Minnie Sternfeld who otherwise would have had a very difficult time in obtaining what seemed to me a most needful art education. If it is not asking too much I would appreciate hearing what progress they have made. In turn I want you to know that I very deeply appreciate the interest that you and your teachers have taken in these two young people.

The sincerity of all those connected with your united institutions has always impressed me greatly and it bespeaks I am sure of great progress and a great future for the fine work that you have begun. New York City is to be greatly congratulated that it contains an institution devoted to all arts and characterized by such an uplifting spirit.

I sincerely hope that I may be able to assist you in your work as you have so kindly helped me.

Sincerely yours

Signed Forest Grant

Lion Post Office  
Somerset County  
New Jersey  
August 9, 1927

PATRONS ARE REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE

96/2  
1201

CLASS OF SERVICE

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# WESTERN UNION

SIGNS

- DL = Day Letter
- NM = Night Message
- NL = Night Letter
- LCO = Deferred Cable
- NLT = Cable Letter
- WLT = Week-End Letter

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at

1AB W 9 NM

PORT HENRY, N. Y.

MANHATTAN TRANSFER NJ JULY 15 1930

MRS LICHTMANN

MORIAH NY VIA PORT HENRY NY

GOING WASHINGTON TO SEE CASTLE ACCORDING FATHERS CABLE LOVE

LOUIS MAURICE

835A JULY 16 1930

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

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# Postal Telegraph

(THE MACKAY SYSTEM)



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COMMERCIAL  
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STANDARD TIME  
INDICATED ON THIS MESSAGE

Form 16 F16NMUL 20 WIRELESS VIA RCA

NAGGAR JAN 12 1931 1430

NLT LICHTMANN UNITAR

*SN*

96/3

NEWYORK (LICHTMAN MASTER INSTITUTE OF UNITED ARTS 310 RIVERSIDE DRIVE)

PLEASE CABLE FIVEHUNDRED DOLLARS MY PERSONAL MONEY STOP  
MOTHER STILL SUFFERING VOMITTING SPELLS LOVING THOUGHTS

ESTHER.

96/4

1228 A

Charge to the account of \_\_\_\_\_ \$ \_\_\_\_\_

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	CABLE LETTER
NIGHT LETTER	WEEK END LETTER

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# WESTERN UNION

NO.	CASH OR CHG.
CHECK	
TIME FILED	

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

DEFERRED

January 15, 1931

ESTHER LICHTMANN  
NAGGAR KULU  
INDIA

DEEPLY SADDENED SERIOUS CONDITION MOTHERS HEALTH STOP DUE BANK FAILURE  
SENDING THREE HUNDRED FEBRUARY SENDING HUNDRED MORE LETTER FOLLOWS

MAURICE

96/5

ROERICH MUSEUM  
MINUTES OF THE TWENTIETH MEETING, April 26, 1931

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Re MASTER INSTITUTE

- 13) Referring to the letter of Mrs. S. Lichtmann about a special pin for Master Institute, we suppose that a part of our pupils belonging to our Societies (such as Saint Francais, Origen, Academy of Creative Art, Etc) are entitled to have our Museum Insignia, fourth degree. The same degree Insignia can be given also to those who seriously went through the courses of the school, not less than three years. To give any other pins or signs to all students, where there is a great deal of unsteady fluctuating element may lead to great complications.
- 14) As to the proposition of the Director to have a Jubilee edition on the Tenth Anniversary of the Master Institute (The Director mentioned that there was no response in the way of subscriptions from the students) we presume that in view of the precarious general economic situation demanding strongest vital economy and taking into consideration that the \$500. would not suffice for such a book, it would be advisable to abstain from such a special edition. But in order to mark the tenth anniversary of the Institutions, it would be advisable to include adequate articles about the M. I. into the next "Messages" of the Museum. Prof. Roerich's article "Roots of Culture" (Teaching) will be anyhow printed in the catalogue of the M. I. and will enter in the book "Abode of Light".
- 15) We consider the expulsion of Miss Djeneeff from the M. I. a sufficient measure in this case. This name is known to many of us from the worst side.
- 16 ) We understand that the project of a Budget for the M. I. must be presented by the Director to the Board of Trustees for approval but not by Mr. Platkin.
- 17) The following cable was received on the 27th: about  
"Report seventy two paragraph before before last Kereszturi ask your advice Stop Should we include her in catalogue as consulting pediatrician Master Institute Greetings-Sina Lichtmann"

Although we have not received report 72, but it is clear that in the catalogue of Master Institute it is not advisable to mention the name of consulting pediatrician, but her name may appear on the Bulletin Board of the M. I.

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	CABLE LETTER
NIGHT LETTER	WEEK END LETTER

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

# WESTERN UNION

NEWCOMB CARLTON, PRESIDENT

J. C. WILLEVER, FIRST VICE-PRESIDENT

NO.	CASH OR CHG.
CHECK	
TIME FILED	

Send the following message, subject to the terms on back hereof, which are hereby agreed to

September 6, 1931

COPY

WITH ALBANY TRY BEST NOT COMPLICATE SITUATION CHARTERS STOP  
 CONSULT FOREST GRANT STOP UNNECESSARY MENTION SECOND MORTGAGE  
 BONDS STOP COMMUNICATE REASONS ALBANYS QUESTIONS STOP OMIT  
 GREEN PAMPHLET URUSVATI OFFICERS ADVISERS ACCORDING LETTER  
 DIRECTOR

ROERICH

~~SENT~~  
Received the Following Message Sept. 21 1931 192

Time Sent

96/7

To ROERICH

NIGHT LETTER

Address NAGGAR INDIA

Sent by Mr. Horch

COMMISSIONER ALBANY REQUESTS BIOGRAPHIES TRUSTEES MUSEUM AND OFFICERS  
ROERICH SOCIETY WILL GO TO ALBANY STOP SPLENDID REVIEW/TIMES  
GEORGES BOCK STOP PRESIDENT N Y MEDICAL ASSOCIATION VISITED MUSEUM  
VERY ENTHUSIASTIC PLEASE ADVISE SHALL WE GIVE HIM HONORARY POSITION.  
WHAT SHALL BE LOWEST DENOMINATION OF FRIENDSHIP BOND

HORCH

Operator #111

Copy to: Prof. Roerich  
Miss Henderson  
R.M. Press  
Master Inst.

Received the Following Message \_\_\_\_\_ 192

Time Sent

96/8

To N. ROERICH

Oct. 6, 1931

Address NAGGAR

SENT BY MR. HORCH

MINIMUM COST MOUNTING BIRDS IN CASES SIMPLEST BACKGROUND  
RELIABLE TAXIDERMIST 1358 DOLLARS PLEASE ADVISE STOP KRAMER  
BELIEVES ESSENTIAL TO GIVE STATEMENTS INTENDS VISITING  
HORNER STOP IS IT SATISFACTORY THAT WE INCLUDE YOUR DONATION AND  
INTEREST ITEM IN REPORT

HORCH

Copies to: Prof Roerich  
Miss Anderson  
R.M. Press  
Master Inst.



SPEECH MADE BY

DR. HERMAN COOPER

at

DECADE ANNIVERSITY

HELD NOVEMBER 17, 1931

at

ROERICH MUSEUM

Dr. Hermann Cooper, Director of State College Education, University of State of New York, State Education Department, Albany, N. Y., representing the Board of Regents, and the Commissioner of Education, W. P. Graves, praising the activities of the Roerich Museum, said: "It is indeed a privilege to be one of your guests this evening and to have this opportunity of expressing to you in my own way my appreciation and interest in this great movement.

"We have begun to realize that a population interested only in material outcomes is doomed to disaster, and today in the public schools and in the colleges we are beginning to stress the spiritual outcomes. So this great Museum is representing a movement, and you are celebrating this evening the decade of a movement, that is just beginning to be realized in the great public schools of this country.

"We have creative art in the public schools and creative art is going to have a very important place in our public schools within the next ten years. And it is to this organization, and to this founder and idealist, Prof. Roerich, that we shall look for that leadership which we need in the development of creative art, because it is in Art that we are going to give to the country the appreciation of the peoples of other lands and the hope of peace.

"I bring to the Roerich Museum and to its founder, Prof. Roerich, the congratulations of the Board of Regents, and of Dr. Frank Pierre Graves, New York State Commissioner of Education, who send you their greetings and best wishes for your work during the next decade."

ROERICH MUSEUM  
APARTMENTS

310 Riverside Drive, New York

January 20th, 1932.

Mrs. Louis L. Horch, President  
Roerich Society.

Re: Rentals of Roerich Museum Apts.

Dear Mrs. Horch:

There is no question of a doubt in my mind, that at least sixty percent of such rentals, have been made possible through the wonderful opportunity of stressing the advantages of living at the Roerich Museum Apartments, principal of which were the events sponsored and given by the Roerich Society to the Resident Members of the Roerich Museum Apartments. This was especially true where women were interested. The mere atmosphere of the Museum, being all that was necessary to consummate a lease. In cases where there were a mother and daughter, or an elderly woman, this was invariably true as they felt that it would be such a pleasant and comfortable way of living. It would be needless to look anywhere else, as there is no other place in town offering such advantages. The thought of being able to go to dinner in their own apartment or the Restaurant, then without any ado, to have the privilege of attending one of the numerous lectures, concerts, musicales or cinema productions presented by the Roerich Society for the Resident Members is a great inducement and attraction. The idea of having this entertainment furnished in their "own home" was most appealing and successful. Of course the Roerich Gallery, the Library, Corona Mundi and the convenience of a Restaurant all had their appealing virtues. But the opportunities for cultural improvement offered by the presentations of Roerich Society, were the predominant factors in renting apartments. This I know positively, through my three renting seasons with the Roerich Museum apartments.

Very truly yours.

Hiram Cavanaugh  
Asst. Manager

96/11

C O P Y

William B. Hall  
Resident Manager

Phone  
Circle 7-6990

PARK VENDOME  
340-350 West 57th Street  
New York City

February 11, 1932

Mr. Louis L. Horch  
Pres. Roerich Museum Apartments  
310 Riverside Drive  
New York City

Dear Mr. Horch:

During my period as Managing Director of the Roerich Museum Apartments, I was convinced that the Lectures, Concerts, Recitals Exhibitions and other educational features, were the great attraction of the Resident Members and also for their numerous friends whom they were proud to bring there.

It is my experience that to these great cultural advantages may be attributed the fact that the Roerich Museum Apartments have such a large occupancy and maintain such a high fee.

Very truly yours,

William B. Hall  
Resident Manager

96/12

Letter Concerning Riverside Drive and 103d Street Building Bond Issue.



ROERICH MUSEUM  
310 Riverside Drive, New York, N. Y.

Office of the President

NEW YORK, April 25, 1932.

*To the Holders of*

FIRST MORTGAGE BONDS, SERIES "A" AND "B", ISSUED BY THE ROERICH MUSEUM, SECURED BY TRUST INDENTURE MADE TO THE CHATHAM PHENIX NATIONAL BANK AND TRUST COMPANY (NOW MANUFACTURERS TRUST COMPANY) AS CORPORATE TRUSTEE, AND CHARLES C. MOORE AS INDIVIDUAL TRUSTEE, ON THE PROPERTY KNOWN AS RIVERSIDE DRIVE AND 103RD STREET BUILDING, NEW YORK CITY.

DEAR BONDHOLDER:

You have undoubtedly received a request from a self-constituted Committee of Bondholders asking you to deposit your Bonds with them. I am asking you in your own interests not to do so.

There are three classes of people interested in this situation:

1. You, as the holders of the Bonds, whose money was used in the enterprise and who must depend upon its success for the return of your investment;
2. The members of the Museum and its Trustees, who, for upwards of ten years, have given unceasingly of their time and their money to build and bring to success this cultural center for men and women;
3. The general public, whom we count upon for continued and increasing support in order to insure its complete success.

The Bondholders' Committee, the Manufacturers' Trust Co., which claims to be the Successor Trustee under the Mortgage, and their respective Counsel, who are pressing this foreclosure, are strangers to the enterprise. They have no interest in you or us except in so far as we afford them an opportunity to profit by our common misfortune. If you have had any previous experience with bondholders' committees during this period of depression and know something of their exorbitant fees (which you must pay), you will appreciate what I mean. Of the many different issues of bonds called for deposit by bondholders' committees, do you know of a single instance in which the result obtained by the bondholders' committee was favorable or satisfactory to the bondholders? But in every case it is immensely profitable for the members of the bondholders' committee and for their counsel.

The Roerich Museum is a non-profit-making educational institution chartered by the University of the State of New York, and organized and maintained for the purpose of affording the public the widest possible opportunities for education and culture.

Our tenants are resident-members of our institution, and because they have the privileges of enjoying and receiving without extra charge the benefits of our institution and sharing its cultural life, they pay a much greater rental than that which prevails in the neighborhood, for similar apartments. In fact, the leases of the apartments expressly provide that the lessee "may avail himself or herself of all museum privileges and shall also be entitled to attend all special lectures and concerts as well as classes for instruction in connection with the arts as given, held and conducted" by the Roerich Museum. It is unquestionably due to this feature that we have a much higher percentage of occupancy than any other building in the neighborhood. This is confirmed by outstanding real-estate agents familiar with renting conditions in the vicinity. Since the income derived from these tenants is required to pay the greater portion of our maintenance and operating expenses and to provide the funds for the payment of your interest and sinking fund, it is most essential that nothing be done to disturb in the slightest degree our tenants, or to impair the rental value of the property by changing its tone or character, since any interference therewith would permit our tenants to break their leases.

You and we are the only ones vitally interested in saving this venture. You have your money at stake; we have not only our money but our ideals and our life work.

Over a million dollars of my personal funds are invested in this Institution, and our Trustees have personally contributed liberally to this cause with no thought of their personal profit. Unfortunately the difficulties of the American Bond and Mortgage Company and its failure to market our Bonds in accordance with their agreement, necessitated our disposing of the Bonds at a tremendous discount, with resultant substantial loss. The embarrassment caused thereby required our Trustees to drain themselves of their personal resources in order that the Building might be completed and the investment of the Bondholders thereby secured. Then followed this terrible depression with tremendous loss of rental and revenue and the cutting down of the assistance we would normally receive from our friends and patrons. They, too, have suffered losses in common with the rest of the world. Despite these difficulties we have carried on. We have paid all of the interest coupons on your bonds up to and including December 15th, 1931. As yet we have made no monthly instalments on account of interest for January and February, and only a partial payment for March, but we had hoped to raise the necessary money to meet the instalment of interest which would mature on June 1. We felt certain that our friends would come to our assistance, and supply the deficiency between the amount available from the earnings and the amount required.

**The Bondholders' Committee, however, has destroyed that possibility.** We reasoned with them. We pleaded with them. We told them we had friends who would come to our assistance. We told them of our plans to launch a campaign to raise funds with which to discharge in full our Bonded indebtedness so that your Bonds would be paid before maturity. We felt that our activities were of such a character that the public would come to our support. We showed them the literature already printed and which we were about to send out. **Our appeal fell upon deaf ears.**

We signed an agreement drawn by the Counsel for the Bondholders' Committee under which we assigned all the income of the institution for the benefit of the Bondholders. We consented that they supervise our expenditures, and as further evidence of our good faith, consented that our hands be so tied that we could not make any expenditure in excess of \$250 without supervision and countersignature.

Notwithstanding the fact that we delivered this assignment of our income to the Counsel for the Bondholders' Committee, on March 19th, as requested by them, within ten days thereafter, the Manufacturers Trust Co., alleged successor Corporate Trustee under the Mortgage, at the instance and request of the same Bondholders' Committee, commenced a foreclosure suit against us and secured the appointment of a Receiver of the property without our being given an opportunity to be heard in opposition. For some reason, which we cannot understand, the foreclosure suit was started in Bronx County instead of in New York County, where the property is located, and a judge sitting in Bronx County was called upon to appoint a Receiver of this property located in New York County.

Why, when we had signed and delivered the paper drawn by the Counsel for the Bondholders' Committee, in which we had assigned all the net income from the property for the benefit of the Bondholders, and were further prepared to proceed with our campaign to raise additional money to help us discharge our obligations to the Bondholders, was this suit brought and the property saddled with the burden and expense of receivership which almost invariably, as everyone knows, is disastrous?

I am informed that the Receivers' fees will amount to five per cent. of the gross income collected and his attorney's fees may run as high. Are the Manufacturers' Trust Co. and their Counsel, who instituted the foreclosure suit, working for nothing, or do they expect to receive handsome fees? Do you know, that if you deposit your Bonds with this Bondholders' Committee you are bound by the terms of the Deposit Agreement to pay their fees fixed by themselves which in every case they have handled, has amounted to 5% of the face value of the Bond, irrespective of what the Bondholder receives in return? **May that not be one explanation for what has happened?**

Do you, as reasonable men and women, believe that a Receiver is better able to conduct this property successfully than the unselfish and sacrificing men and women familiar with its work and devoted to its cause, and whose lives are wrapped up in its success?

We enclose herewith a copy of a telegram which we sent to every member of the Bondholders' Committee, begging that the Receivership be avoided, to which we received no response. We ask you as the persons most vitally interested financially whether you sanction the destructive tactics of this Committee? If you believe, as we do, that they are not acting solely in the interests of the Bondholders, but are motivated by other considerations; if you believe that this problem must and can only be solved by you and ourselves jointly, then we ask you to hold your Bonds and not to deposit them. We say to you that we are the only ones who can save your investment because the impulse and motives which impel us to save our venture are not prompted by desire for personal gain. With your cooperation we will struggle on to complete success and through our success you will receive **payment in full of your investment.**

Bear in mind that Receivership means waste and destruction of property and money—your property and your money, since you have the first lien on it. **And all expenses which are being incurred must be paid by you.** If our activities cease, not only is there the greatest danger of losing most of the tenants, but the property will also lose the benefit of the partial tax exemption which it now enjoys to the extent of one-third assessed valuation for taxes (by reason of our being an educational institution) and which in dollars and cents means approximately \$25,000 per annum. It will also void completely our pending applications for complete exemption from taxation, which if successful will destroy the myth that there is peril because of the non-payment of the 1930 and 1931 taxes.

And so we take our appeal direct to you. We ask you to join with us in a common defense of our property. If you wish to join us will you be good enough to write a note of encouragement telling us that we can count on your support? So as to avoid any further hostile action at the hands of the Bondholders' Committee, the Corporate Trustee or the Receiver, because of our direct appeal to you, we ask that you be good enough to write at once to the Manufacturers' Trust Co., 55 Broad Street, New York, and Carter, Ledyard & Milburn, Attorneys for the Manufacturers' Trust Co., 41 Broad Street, New York, demanding that they apply at once for an order vacating the Receivership and warning them of the danger of interference with the men and women who are conducting the activities which are so vital to the successful operation of the property upon which your security depends. And will you also be good enough to send us copies of such letters. If, by any chance you have already deposited your bonds, will you write at once asking their withdrawal. If a penalty is imposed as a condition of withdrawing your bonds, we will, without expense to you, secure counsel who will represent you to get back your bonds.

I want to assure you that the administration of the Museum's affairs has been scrupulously honest and efficient in the highest degree; that no Trustee as such receives any salary; and that only small salaries are paid to the administrative heads of our various departments who devote

their entire time and their efforts to the essential activities of the institution. Without these activities, this Building would be merely another apartment hotel of which as you know there is a tremendous oversupply, and which, as is generally known, are poorly rented, despite very low rentals, and are generally unsuccessful.

If you live in the city or nearby, will you please come and make personal investigation for yourselves? We will welcome you and give you an opportunity to judge for yourselves whether we are entitled to the confidence which we are asking you to repose in them. If you cannot come yourselves, send your friends. We are willing to abide by their report.

We will write to you shortly, telling you of the response which the Bondholders have made to our appeal and outlining a program by which your investment may be saved in full and by which we may be able to carry on our good work for your ultimate good.

If you have sold your bonds will you be good enough to let us have the name and address of the purchaser? If you have friends who own bonds, will you be good enough to give us their names and addresses? If you have deposited your bonds will you please let us know when and where you did it and what effort you are making to withdraw them.

I am enclosing a form, upon which I would have you note some information, which we would like to secure, and which I ask you to return to me as promptly as you can.

Thanking you for whatever assistance you will give us and assuring you of our whole-hearted desire to work out the payment to you of your Bonds, believe me,

Very truly yours,

LOUIS L. HORCH,  
*President.*

SUPREME COURT, BRONX COUNTY

MANUFACTURERS TRUST COMPANY, as  
Successor Corporate Trustee, etc., Plaintiff, against  
ROERICH MUSEUM, et al., Defendants.

STATE OF NEW YORK )  
COUNTY OF NEW YORK) ss.

ELLIS J. MEYERSON being duly sworn, deposes and says that he is an accountant duly employed by Philip J. Curry, as Receiver herein, under an order of the Hon. Ernest J. Hammer of this Court. That deponent has made an investigation to the best of his ability into the assets and liabilities of the Roerich Museum, and the Roerich Museum Apartments. That he has made demands upon Lewis L. Horch for certain books, papers and memorandum that might aid him in ascertaining the true financial condition of these institutions, and has not received the cooperation and assistance that he believes that he is entitled to.

Deponent is further informed that a copy of the order was duly served upon the Roerich Museum, and that no effort has been made by the said museum to turn over such documents as might be necessary to deponent.

Deponent has compiled a survey, which is attached to and made a part of his affidavit, and desires to call the Court's attention to the following points in the survey: That the second and third floors, being the equivalent of forty-eight rooms, and of an estimated rental value of Three Thousand Four Hundred Fifty Dollars per month, are occupied by the Roerich Museum rent free.

That the major portion of the fourth floor, consisting of nineteen rooms, is used as offices of the said museum, and the estimated rental value of these nineteen rooms is One Thousand Three Hundred Fifty Dollars per month. In addition, twenty-nine rooms are used by the officers of the said museum as living quarters, the estimated rental value of which is One Thousand Eight Hundred Fifty Dollars per month, making a total estimated rental value of the space occupied by the museum rent free of Six Thousand Six Hundred Fifty Dollars per month.

That in the month of March, the income from the Roerich Museum in all departments, according to their own statement, was Six Thousand Eighty-nine and 19/100 Dollars. For the same period the expenses were Ten Thousand Three Hundred Sixty-seven and 50/100 Dollars; deficit Four Thousand Two Hundred Ninety-eight and 3/100 Dollars. These expenses do not include the monthly salaries of Lewis L. Horch and Mr. N. Roerich, amounting to One Thousand Seven Hundred Seventy-six and 62/100 Dollars.

The officers of the museum, in addition to occupying rent free apartments valued at One Thousand Eight Hundred Fifty Dollars per month, six of the said officers receive in addition monthly salaries of Two Thousand Five Hundred Sixty-two and 12/100 Dollars.

That for a six-month period ending March 31, 1932, the gross rental, exclusive of rent free apartments, was One Hundred Forty-six Thousand Two Hundred Seventy-three and 56/100 Dollars. Net income before taxes, interest, mortgages, amortization and depreciation are deducted is Eighty Thousand Two Hundred Seven and 84/100 Dollars. The funds transferred by the apartment hotel to the Roerich Museum account during this period was Seventy-eight Thousand Six Hundred Sixty Dollars. My examination shows a surplus in the operation of the apartment hotel since the time it started to operate in the sum of Three Hundred Fifty-nine Thousand Seven Hundred Forty-five and 65/100 Dollars, and a deficit in the operation of the Roerich Museum in the sum of Five Hundred Sixty Thousand One Hundred Eighty-five and 8/100 Dollars.

In view of my examination, I would recommend a radical change in the operation of the said Roerich Museum, as it is impossible to carry on both operations without a readjustment.

(Signed) ELLIS J. MEYERSON.

Sworn to before me this ..... day of April, 1932.



SUPREME COURT, BRONX COUNTY

MANUFACTURERS TRUST COMPANY, as  
Successor Corporate Trustee, etc., Plaintiff, against  
ROERICH MUSEUM, et al., Defendants.

STATE OF NEW YORK )  
COUNTY OF NEW YORK) <sup>ss.</sup>

HARRY J. KOERPER being duly sworn, deposes and says that on or about the 1st day of October, 1930, he was engaged as the manager of the Roerich Museum Apartments at premises 310-311-312-312½ Riverside Drive, in the Borough of Manhattan, City of New York. That he entered upon his duties on or about such date, and continued as the manager of the said building up to and including the date upon which Philip J. Curry of 116 Nassau Street, Borough of Manhattan, City of New York, was duly appointed as Receiver of the said premises by an order of this Court duly entered on April 6, 1932.

That thereafter deponent was employed by the said Receiver as the manager of the said apartment hotel, and has continued in such capacity since that time.

That upon entering upon his duties as the manager of the said apartment hotel on or about October 1, 1930, deponent was informed that the interests of the museum came first, and that of the apartment hotel was to be always secondary; that the educational program of the museum was to receive his first attention prior to any that might be given to the operation of the apartment hotel.

That deponent is convinced as a result of his experience as the manager of the said apartment hotel that the building cannot be operated in any way except at a great financial loss if the interests of the museum and the educational features are stressed in preference to the operation of the apartment hotel. Every effort of the employees of the apartment hotel are directed to the furtherance of the interests of the museum, and the educational features, and this takes away the value of the services that they might render to the apartment hotel. The only real source of income for the maintenance and operation of the museum and the apartment hotel is derived from the said apartment hotel. The lectures have been run without arousing any enthusiasm on the part of the guests of the apartment hotel, and on occasions the lecturer was forced to part without delivering his discourse, due to the fact that there were not sufficient in the audience to warrant his staying. The theatre in the said building is a more popular institution, due to the fact that silent pictures are run there, and the said theatre by itself might be able to pay the overhead charges incurred in its operation. This theatre naturally enough has nothing to do with the educational features of the Roerich Museum, or of the Roerich Museum itself, but is open to the general public at an admission, and at no charge to the tenants of the said apartment hotel. This feature could be operated by the manager of the apartment hotel without any additional cost to the apartment hotel, because of the fact that the overhead of running expenses of the said theatre is being paid by the apartment hotel, as has been the custom since my association with the apartment hotel.

That I have been associated with the Hotel Olcott, 27 West 72nd Street, Borough of Manhattan, City of New York, for a period of six years, and with the Hotel Majestic, which was at 72nd Street and Central Park West, Borough of Manhattan, City of New York, for a period of six years, and know of my own knowledge that unless a radical change is made in the operation of the museum, and in curbing the wasteful extravagance that has been going on in the said building; that the said apartment hotel cannot be operated except at a great financial loss. I base this assertion upon my personal knowledge of the operation of the museum and the educational features; upon the statement of Ellis J. Meyerson, the accountant employed by the Receiver; and from my examination of the books of the Roerich Museum Apartments.

That deponent was directed by the Roerich Museum to sell to tenants, employees and trades people a former bond known as a "Friendship Bond" to raise Three Million Dollars for the museum. Deponent used his best endeavors to dispose of as many of these bonds as possible on instructions of Lewis L. Horch, and in so doing sold a number of bonds to tenants, employees and trades people, all of which tended to injure the good name of the Roerich Museum Apartments.

(Signed) HARRY J. KOERPER.

Sworn to before me this ..... day of April, 1932.

COPY

96/14

CHELSEA CORNERS  
92 Seventh Ave., Corner 16th  
New York City

June 18th, 1932

Mr. Louis L. Horch  
Roerich Museum Apartments  
310 Riverside Drive  
New York City

Dear Mr. Horch:

During the period I was renting apartments at the Master Hotel (Roerich Museum Apartments), I negotiated leases on approximately one hundred and twenty-six (126) apartments. It is my recollection that at least sixty percent (60%) of these tenants signed their leases principally because of the educational and cultural features of the Roerich Museum. The other forty percent (40%), after inspecting the apartments, were greatly influenced to negotiate leases because these extra educational and cultural features gave them something not obtainable in the ordinary apartment hotel.

Approximately seventy or eighty of the tenants I leased told me that they had been attracted to the building because it was "The Home of Art and Culture" and that they enjoyed the educational events and cultural activities conducted by the Museum. When these tenants came to inquire about leases, they evinced an interest immediately in the portions of the building occupied by the Museum and in the schedule of events conducted by the Museum to which they would be entitled. These tenants were primarily interested in the educational and cultural advantages available to resident members.

As far as the apartments themselves were concerned, they were comparable in equipment, size and conveniences to other apartments in apartment buildings in the vicinity but they were considerably higher in rental than corresponding apartments elsewhere. The tenants whom I leased, however, were perfectly willing to pay these higher rentals because of the Museum activities. I am certain that had these educational features not been available to these tenants, I would not have been able to negotiate more than fifty or sixty leases during the same period of time in which I actually leased one hundred and twenty-six apartments.

Very truly yours,

S. M. WERNER

Rental Manager - Chelsea Corners

SMW:CHW

THE BANCROFT

40 West Seventy-second St

New York

June 24th, 1932

Mr. L. Horch  
Master Apartment Hotel  
310 Riverside Drive  
New York City

Dear Sir:

In reference to the renting of the apartments in the Master Hotel.

I spent several months on the premises renting. I found from personal contact with the people visiting the Hotel, that the Roerich Museum, the Corona Mundi, the theatre and all the other attractions, such as, lectures, moving pictures, educational centers, music recitals and numerous other activities connected with the Museum, created a tremendous interest and so impressed visitors, that it helped not only to make leasing an easy matter but made it possible to secure an increased rental on all apartments far in excess to the rentals anticipated. The above feature established an atmosphere in and around the Hotel, that, in no small measure, was envied by the West Side Hotels. I am quite positive from my own experience that the entire house was rented on the strength of the Museum and its activities.

Truly yours,

E. H. Skinner  
Manager

EHS:K

July 8, 1932

Mr. Louis L. Horch  
310 Riverside Drive  
New York, New York

Dear Mr. Horch

In going over the leases and correspondence pertaining to the same, I found that fifteen are holdovers, having signed for two years in 1931. There are twenty-five renewals of which the following seven have been signed up at \$60.00 mo. \$720.00 yearly.

In addition the same rate has been offered to nine other tenants who have not as yet accepted. Those having signed their leases at that price are Mr. Steiner 1601, formerly in 701 at \$75.00 mo. \$900.00 yr. but changed to 1601 at \$60.00.

601	Weill	formerly	\$66.67
2403	Mann	"	66.67
615	Smith	"	83.34 in 1409
822	Dilloff	New lease	
717	Horne	Formerly	66.67
718	Ehrhart	"	66.67

I consider this a remarkably low rate for our type rooms, considering the service that is given with all the apartments. If it becomes noised about - and it certainly will be - it is going to cause a lot of trouble in renting our \$800.00 and \$900.00 rooms. Your Receiver started something that is going to be hard to over come. \$60.00 a month for an outside room with maid and telephone service, cannot be had in such places as Chelsea Corners and London Terrace whose location and convenience to transportation facilities cannot be compared in any respect to ours. Other leases have been made with price reductions that are astounding compared to the prices received last year.

I am sending you separately a list of same. The following guests have written letters regarding their apartments, which have not been answered.

June 21st, David E. Gilman, pertaining to cancellation of leases

on Apts. 1014 and 1214 two rooms each.  
 June 22nd, Louise Buckland, 715- 1 room  
 June 14th, Eleanor Deschamps, 1808 - 1 room. Offers to remain at \$50.00  
 June 22nd, Hyman Werner, 1105, moved out July 1st.  
 June 23rd, H. L. Pfaffhausen, 1020 - 1 room  
 June 23rd, 27th (2 letters) Geo. Moore, 2601 - 2 rooms  
 June 29th, Jesse Hildebeitel, 809 - 1 room - cancelling option for next year, but offering to remain on monthly basis as long as conditions will permit.

In our Lessors Covenants, Clause (L) pertaining to renewal option, the tenants automatically release themselves if they do not notify the house four months previous to the expiration of their leases which would have been June 1st. The following is a list of those not doing so by that time:

	<u>Letter dated</u>	<u>Envelope Stamped</u>
1810 Hampton	June 8	No Envelope
1515 Margolier	" 15	" "
608 Cavanaugh	" -	June 13th
606 Goldhurst	" 8	No envelope
809 Hildebeitel	" 29	June 30th
1217 Matthews	" 29	No envelope
1005 Landan	No date	" "
2601 Moore	June 23	" "
1808 Deschamps	" 14	" "
715 Buckland	" 22	" "
1214 Gilman	" 21	" "
1014 Sherman	" 21	" "
609 Fritschy	" 18	June 20th
1201-2 Simpson	" 15	No envelope
1022 Irwin	" 1st	June 10th
2102 Butcher	" 7th	No envelope
2008 Shadd	" 7th	" "
1711 Block	" 9th	June 9th
1705 Gluck	" 6th	No envelope
807-8 Greenberg	July 3rd	July 5th
1218 Broeniman	" 1st	No envelope

Mr. Horch, something will have to be done and done very quickly in the way of a rebuilding program, to restore the Roerich Museum Apts. to the high standard they previously held, and to revive the interest and esteem of its many loyal friends, who are constantly asking me when are they going to start the educational features again. The place is like a morgue; no concerts, recitals or pictures. I hear these comments frequently. I have assured them that it will be only a short time before the house will assume its old appearance of activity and happiness.

Please do something to bring this to pass quickly. It surely has been placed down in the dumps.

Sincerely yours

(Signed) Himan Cavanaugh

Pan American Union  
Washington D.C., U.S.A.

March 30, 1935.

Dear Mr. and Mrs. Lichtmann:

I am directed by the President of the United States to invite you to attend the signing of the Treaty on the Protection of Artistic and Scientific Institutions and Historic Monuments (Roerich Pact) at the White House on Monday, April 15th. The signing will take place at 11:45 o'clock in the Cabinet Room of the Executive Offices, and it will be greatly appreciated if you will arrange to be in the Executive Offices of the White House not later than twenty minutes to twelve o'clock on the morning of Monday, April 15th.

I beg to remain,

Most sincerely yours

L. S. Rowe

Director General

Mr. and Mrs. M. M. Lichtmann,  
Roerich Museum,  
310 Riverside Drive,  
New York, N.Y.

1. The occupation of certain apartments by the Trustees of the Roerich Museum has been a definite benefit to the Roerich Museum Apartments and has contributed immeasurably to their success. In the case of Nicholas Roerich, his presence here as well as the use of his name in the title of the enterprise has given it an international reputation which has attracted people here from all parts of the world. His personal following as well as the followers of his art, have brought to this building a large number of its tenants; his name has identified the building with the highest cultural standards and so given it its extraordinary character. As one of the greatest cultural figures of the present Nicholas Roerich's presence and name render a financial service to the building that is inestimable.

2. All the other Trustees living in the building and enjoying the use of an apartment have rendered services to the Roerich Museum Apartments and their residents far in excess of the monetary values involved in the apartments.

3. In the first place, the Trustees are in attendance in the building at all hours of day and evening and in a building of the character of the Roerich Museum Apartments, such services are imperative.

4. The Trustees visit the residents, consult with them often on their professional and educational problems and also give lectures and classes to residents.

5. Through the offices of the Trustees ~~at~~ the building, friends are attracted for the apartments, a large number of the present residents being personally attracted by the Trustees in the building.

6. Throughout the year, the Trustees arrange dinners, luncheons, teas for the residents and outside organizations, women's clubs etc., and due directly to these efforts on their part, the restaurant of the Roerich Museum Apartments has an income of approximately \$10,000 more than other similar apartments.

7. In the presence in this building of its Trustees, with their great financial services to the Roerich Museum Apartments, this building is pursuing a policy no different than some of New York's most successful apartment hotels, which feel it of the greatest advertising value to invite to its residency free, individuals whose presence and prestige render them most important to the welfare and success of the building.





ROERICH SOCIETY  
310 RIVERSIDE DRIVE, NEW YORK  
In cooperation with the World League of Culture

96/21  
European Headquarters:  
12 rue de Poitiers, Paris, VII.

Dear Member:

You are cordially invited to attend the Reception and Tea which has been arranged by the Roerich Society in honor of the new resident-members of the Roerich Museum, which will be held Sunday afternoon, October 9th, at 4:30 P.M. in the Library, third floor.

We take pleasure in enclosing herewith your membership card of the Roerich Society for the season October 1932-1933, which entitles you to free admission to the series of Lectures and Recitals sponsored by the Roerich Society. A monthly schedule of events will be sent to each member, in addition the announcement of the daily events will be placed on the Bulletin-Board in the lobby.

We hope you will enjoy the series of cultural events which will be given at the Museum this season, and should you desire any further information regarding membership privileges we would be pleased to have you call personally at the office of the Roerich Society, Room 416 of this building.

Very cordially yours,

ROERICH SOCIETY,

Nettie S. Horch  
President