

ROCKEFELLER CENTER

ROCKEFELLER CENTER, the largest building project ever undertaken at one time by private capital, is situated in the heart of New York City. It occupies twelve acres of ground space—more than 90 per cent of the three blocks from 48th to 51st Streets, between Fifth and Sixth Avenues.

The present Rockefeller Center plan includes twelve buildings. These will afford chiefly office and retail shopping space. Other major activities in the Development are two theatres, the new studios of the National Broadcasting Company and the Rockefeller Center Observation Roofs.

Buildings in the Development

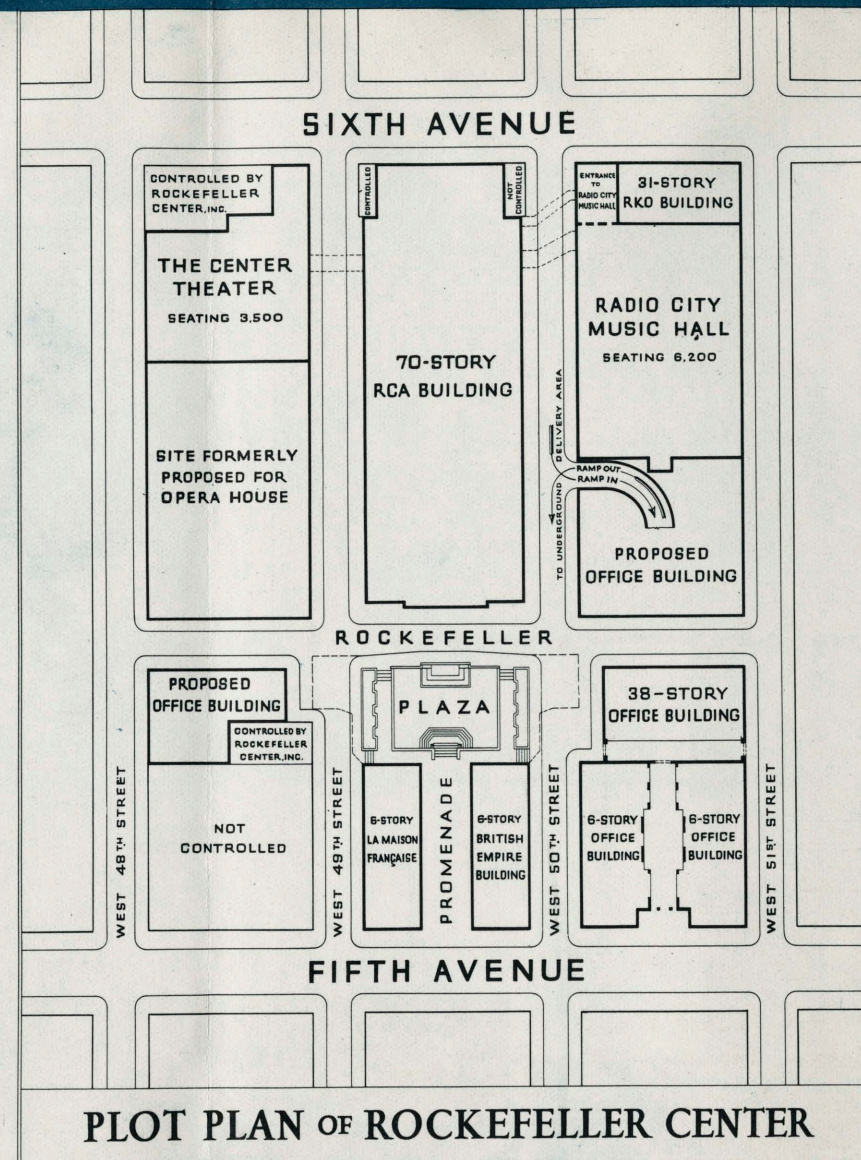
Included in the Rockefeller Center group are the British Empire Building and La Maison Française, two of the International structures on Fifth Avenue, the 70-story RCA Building, the Radio City Music Hall, the 31-story RKO Building, and The Center Theater. These are completed and tenanted.

Two more International Buildings, fronting on Fifth Avenue, and a 38-story office building adjoining them on the west, are being erected in the north block. Other contemplated buildings include a 38-story office building in the south block and two lower structures east of the Radio City Music Hall and The Center Theater respectively.

Sunken Plaza and Promenade

Nearly two acres of land in Rockefeller Center have been used to provide open space between buildings and adequate facilities for vehicular and pedestrian traffic in the vicinity of the Development. This area, named "Rockefeller Plaza," includes a new private street cutting through the project from 48th to 51st Streets, a large Sunken Plaza in the middle block, and a landscaped Promenade sixty feet wide which leads into the Sunken Plaza from Fifth Avenue and affords a convenient gateway to all the buildings in Rockefeller Center.

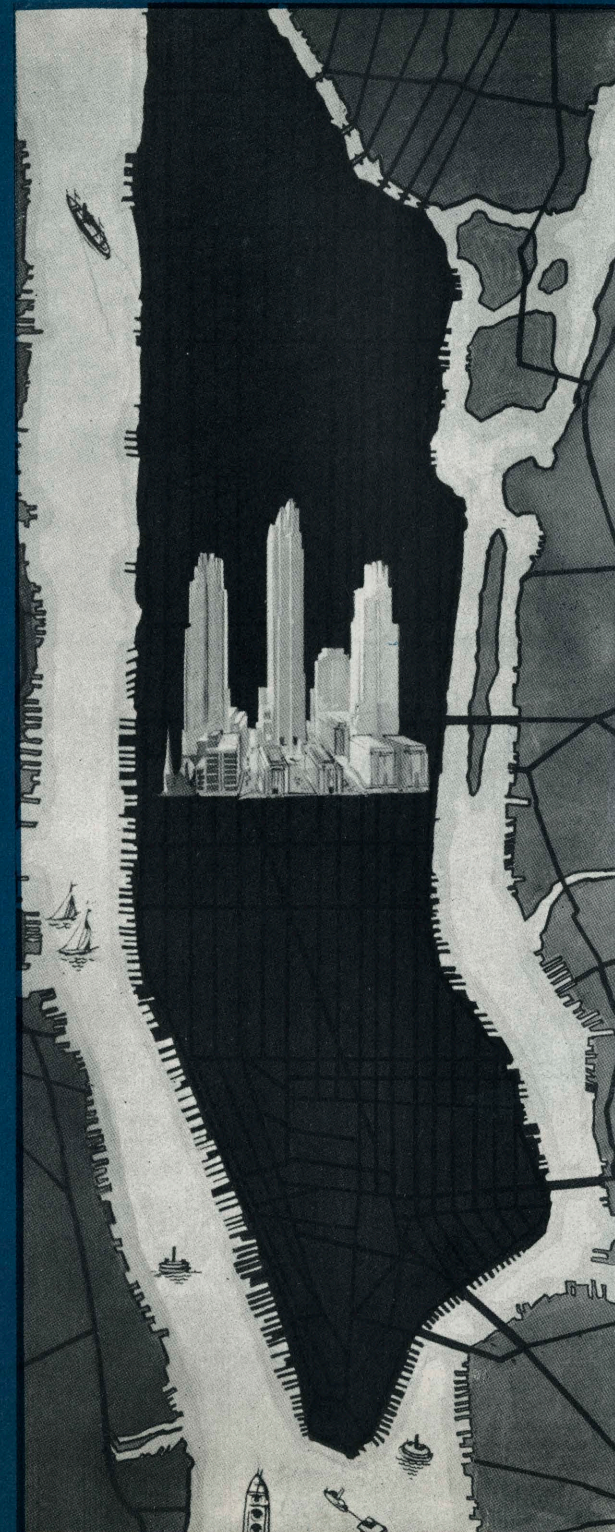
A series of sub-surface corridors and underground roadways, passages and delivery platforms will further expedite pedestrian and vehicular traffic within Rockefeller Center.



PLOT PLAN OF ROCKEFELLER CENTER

ROCKEFELLER CENTER is an international address, with which the people of every civilized country on earth are already familiar. The buildings now erected are more than seventy-five per cent rented. This one fact tells what leading business organizations think of Rockefeller Center better than the same story could be told through pages of literature describing the service, the unobstructed light and air, the modern equipment, the beauty of the exterior and interior decorations, and the physical desirability of the space.

When Rockefeller Center is finished its daily population will exceed that of any city in twenty-six of the forty-eight states. It is fast becoming the business center of uptown New York.



ROCKEFELLER CENTER



NEW YORK'S NEW SHOPPING AND BUSINESS CENTER — SHOW PLACE OF THE NATION

ROCKEFELLER CENTER GUIDED TOURS . . . Conducted by trained guides, each tour lasts approximately an hour and a half. These tours comprise visits to points of interest in the Development and a detailed description by the guide of all art work, architectural features and the history of the project. Included in each tour are visits to the British Empire Building and La Maison Française, with a trip to one of the Roof Gardens; the Promenade and Sunken Plaza; the Concourse, sub-surface shopping level; the Great Hall of the RCA Building and description of the Sert and Brangwyn murals; the Observation Roof seventy stories above the city; the four entrances to the RCA Building; the RKO Building and lobby; the Foyer and Grand Lounge of the Radio City Music Hall, and the Foyer and Grand Lounge of The Center Theater.

Tours start every two hours during the day. Each tour is limited to twenty persons. Special parties may obtain guides at any hour. A Rockefeller Center Guide Book, descriptive of the entire project, is given to each visitor who takes the Guided Tour.

OBSERVATION ROOF . . . Five upper floors of the 70-story RCA Building are planned for observation, rest and recreation. Atop the seventieth story, 850 feet above the street, is an expansive promenade, 200 feet long and twenty feet wide. From the promenade visitors can get an unobstructed view of metropolitan New York and gaze out for a radius of fifty miles upon the magic carpet of skyscrapers, suburbs, rivers, ocean and countryside. Trained guides are on hand to point out areas of interest and furnish information about Rockefeller Center and New York City. Telescopes provide a better view of the city's historic landmarks. Comfortable deck chairs are available for those who wish to relax in the open air.

On a floor below, a pleasant lounge is maintained for the convenience of visitors to the Roof. Coffee and tea are served without charge. The Rockefeller Center Guided Tours include a short visit to the Observation Roof.

POINTS OF INTEREST

The following features in Rockefeller Center make worth while a full day's visit to the project:

- Radio City Music Hall
- The Center Theater
- Observation Roofs
- National Broadcasting Company Studios
- The International Buildings
- Educational and Scientific Exhibits
- De Luxe Retail Shopping Section
- Contemporary Art
- Landscaped Roofs and Gardens
- Complete Communication Center
- Guide Service
- Information Offices



ROCKEFELLER CENTER AS SEEN FROM THE AIR
Looking south from Central Park down Fifth Avenue. At right center is the towering RCA Building.

NO TRIP TO NEW YORK is complete without a visit to this new "City within a City." You may spend an entire day studying the artistic, architectural, and mechanical features of a modern wonder of the world, or make a quick trip to the Observation Roof where in five minutes you can get a comprehensive view of New York and the surrounding country.

Unusual arrangements have been made to afford visitors every opportunity for seeing Rockefeller Center thoroughly. It is

a permanent Century of Progress in art, industry, recreation and amusement. In close proximity to New York's finest residential district and the Broadway theatrical section, it is a location with varied appeal . . . the greatest concentration of business offices in mid-town Manhattan, a large array of fine shops, a center of great interest for a casual visit or a whole day of recreation, amusement and shopping. Restaurants and cafes within the Development are available for luncheons and dinners.

FACTS AND FIGURES

The following statistics reveal some interesting facts about the Development and its construction:

- 12 buildings planned; 6 completed
- 4,000,000 square feet of floor space
- 12,000,000 man-days of work
- 200,000 potential daily population
- 125,000 tons of structural steel
- 25,000 tons of limestone
- 40,000,000 bricks
- 88,000 tons of cement
- 28,000 windows
- 10,000 doors
- 185 elevators
- 32,000,000 kw/hrs of electricity
- 360,000,000 pounds of steam per year

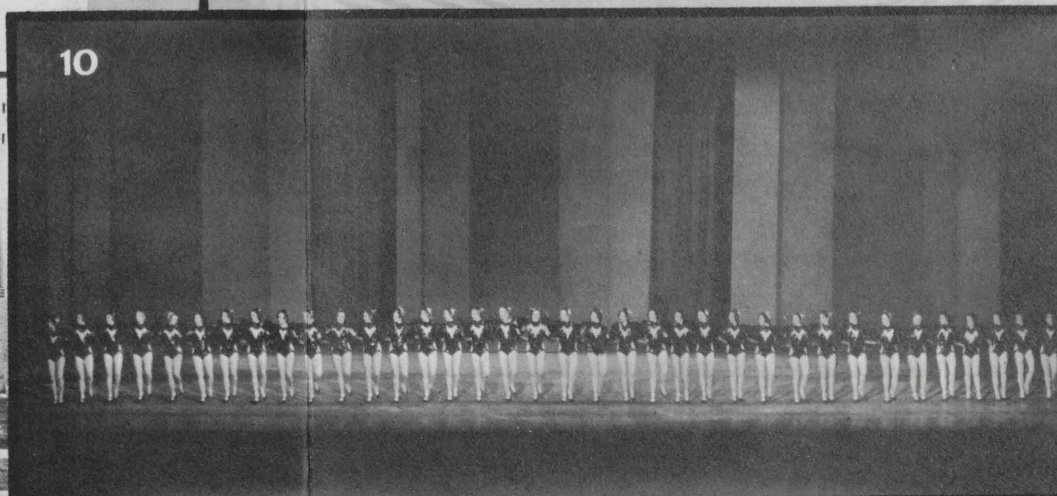
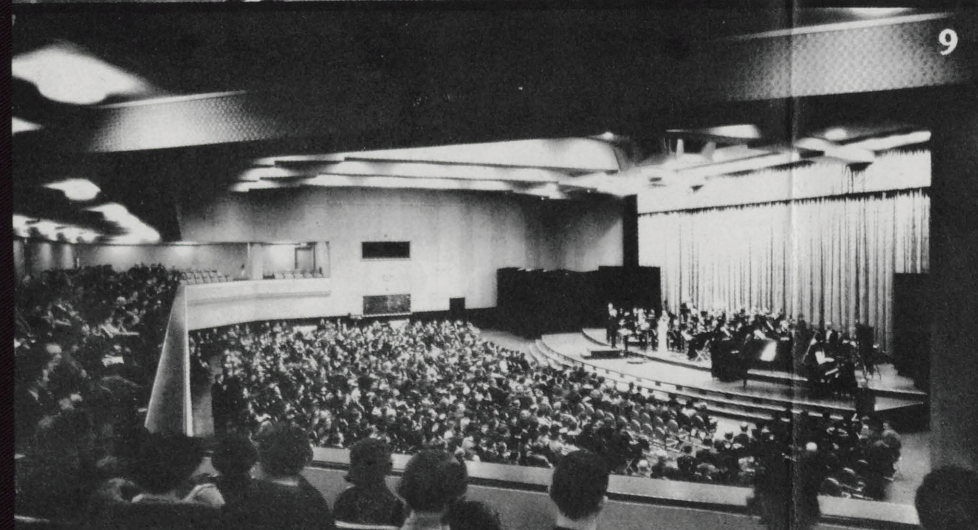
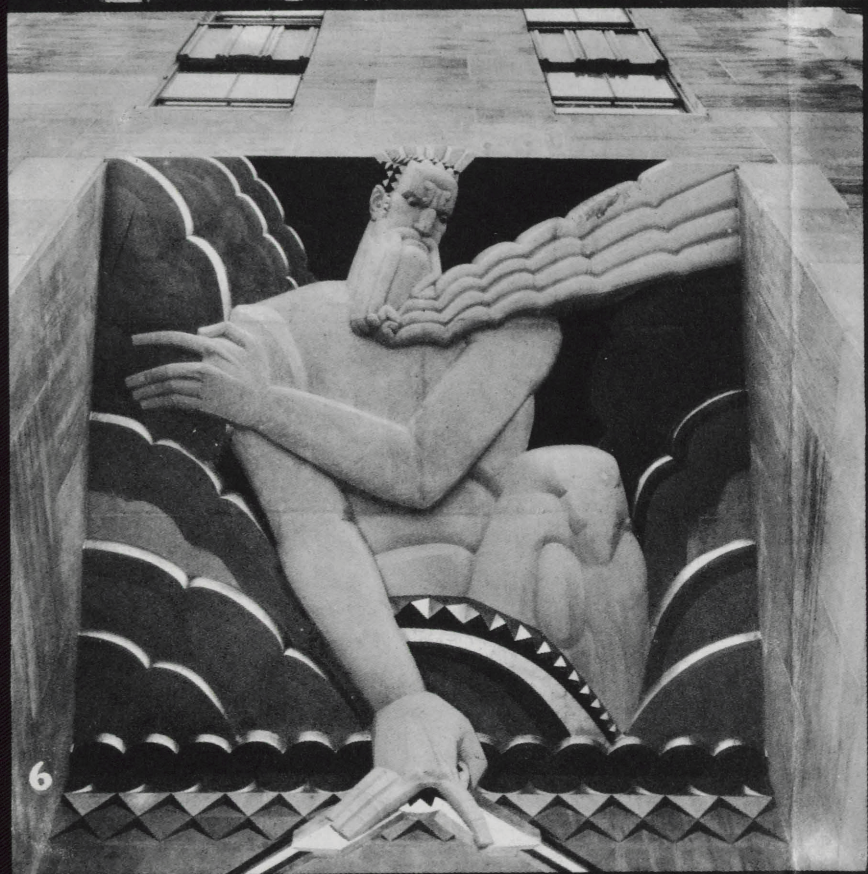
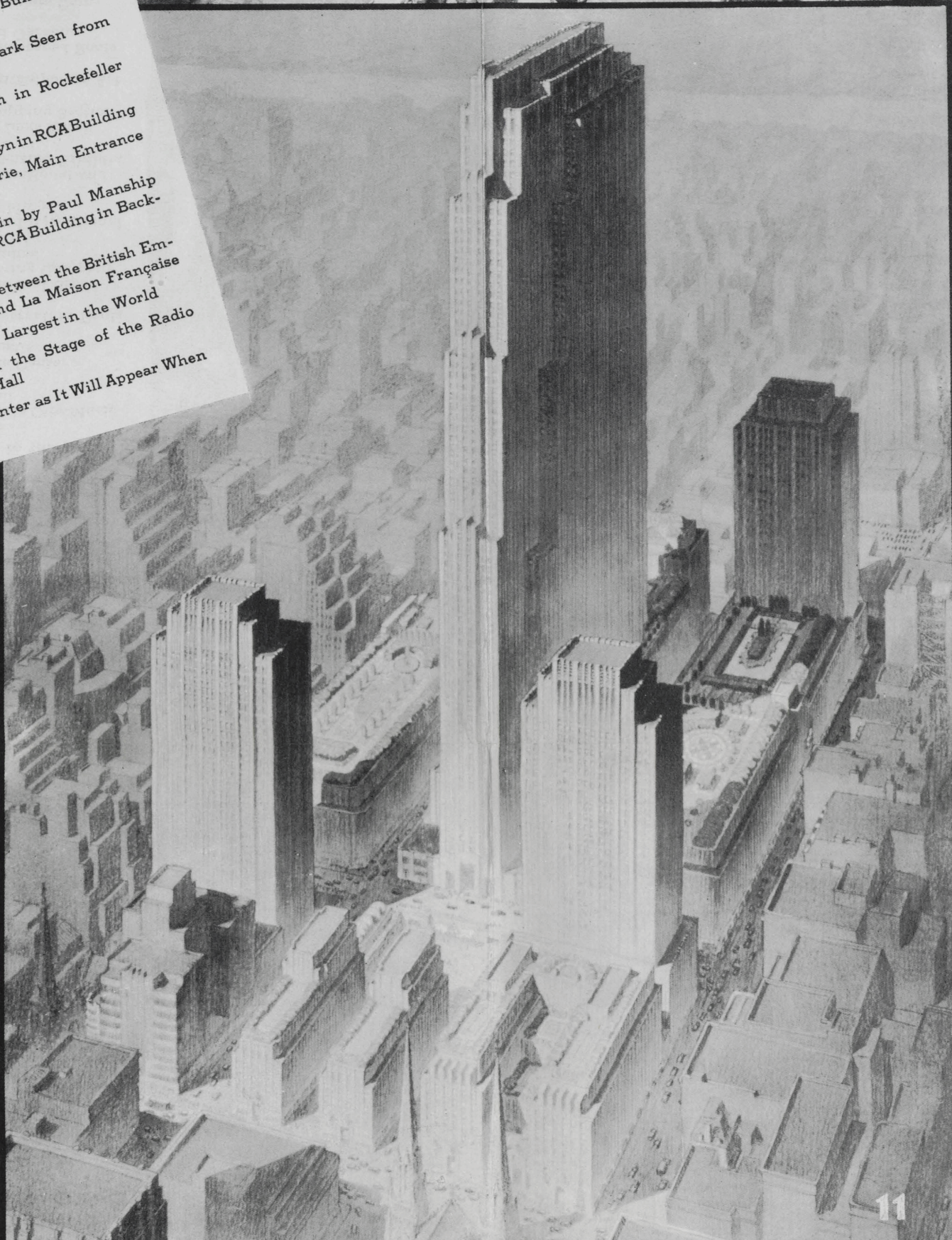
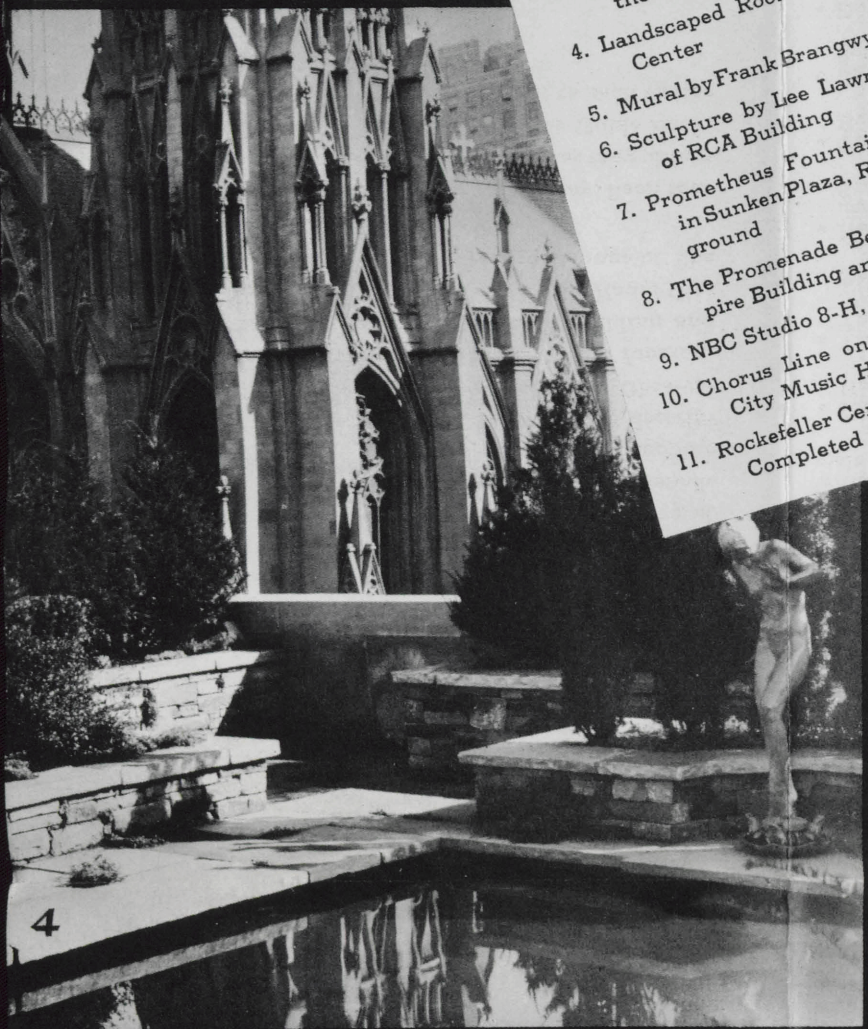
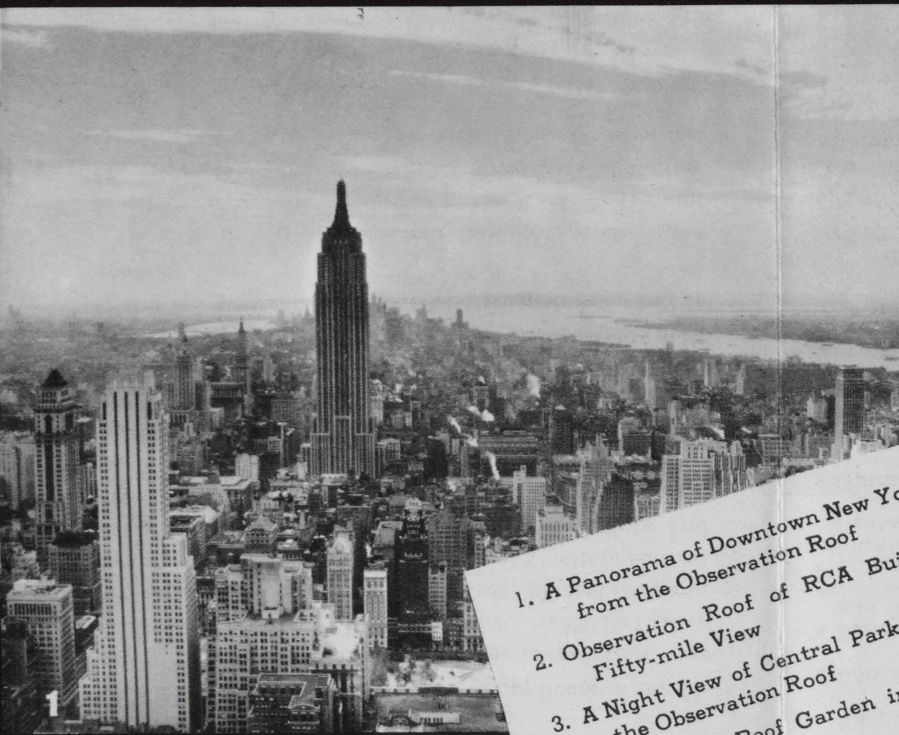
RADIO CITY MUSIC HALL . . . Show place of the nation and the world's largest indoor theater, the Music Hall seats approximately 6,200 persons. Premier performances of the finest motion pictures and lavish stage spectacles have brought millions of people to this magnificent theater, setting new world records for attendance. The Grand Lounge, a public club room designed for comfort and relaxation, contains many interesting examples of the work of contemporary American artists. The immense proscenium arch in the Auditorium is masked by a curtain of shimmering gold fabric. A system of thirteen motors operates the curtain, raising and lowering it and draping it into manifold contours. The stage is, in the opinion of technical experts, the most perfectly equipped in the world today.

Reserved seats in the first Mezzanine are available for all performances. Smoking permitted.

Representative Tenants of Rockefeller Center

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| American Cyanamid Company | Manufacturers Aircraft Association, Inc. |
| American Lead Pencil Company | G. H. Mumm Champagne (Societe Vinicole de Champagne Successors) and Associates, Incorporated |
| American Petroleum Institute | National Broadcasting Company |
| Anglo Persian Oil Co., Ltd. | National Geographic Society |
| Associated Manufacturers of Toilet Articles | National Health Council, Incorporated. |
| John Jacob Astor | National Supply Corporation |
| Atlantic Refining Company, Inc. | News-Week, Incorporated |
| George J. Atwell Foundation Corporation | Penn Mutual Life Insurance Company |
| Better Vision Institute | Permanent Exhibition of Decorative Arts and Crafts |
| British Aluminum Co., Ltd. | Radio Corporation of America |
| British Empire Chamber of Commerce in the U. S. of America, Inc. | Radio-Keith-Orpheum Corporation |
| Chase National Bank of the City of New York | Railways of France |
| Compagnie Generale Transatlantique (French Line) | Shell Union Oil Corporation |
| Consolidation Coal Company | Socony-Vacuum Corporation |
| Consulate General of France | Standard Oil Company (N. J.) |
| Curtiss-Wright Corporation | Taylor Instrument Companies |
| Dorland International, Inc. | Union Tank Car Company |
| Dow Chemical Company | Universal Oil Products Co. |
| Alfred Dunhill of London, Inc. | Universal Pictures Corporation |
| Fahnestock & Company | Westinghouse Electric & Manufacturing Company |
| Kelly, Nason & Roosevelt, Inc. | Yardley & Co., Ltd. |
| Lowe, Donald & Co. | |

ROCKEFELLER CENTER



1. A Panorama of Downtown New York Seen from the Observation Roof
2. Observation Roof of RCA Building — a Fifty-mile View
3. A Night View of Central Park Seen from the Observation Roof
4. Landscaped Roof Garden in Rockefeller Center
5. Mural by Frank Brangwyn in RCA Building
6. Sculpture by Lee Lawrie, Main Entrance of RCA Building
7. Prometheus Fountain by Paul Manship in Sunken Plaza, RCA Building in Background
8. The Promenade Between the British Empire Building and La Maison Française
9. NBC Studio 8-H, Largest in the World
10. Chorus Line on the Stage of the Radio City Music Hall
11. Rockefeller Center as It Will Appear When Completed

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