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—and more than 50 per cent of the three blocks from 57th to 59th 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, the Radio City Music Hall, the 38-story RKO Building, and The Center Theater. These are completed and occupied.

Two more International Buildings, fronting on Fifth Avenue and a 28-story office building, are being erected in the north block. The present plans for the International Buildings include a 38-story office building in the south block. The two lower structures east of Fifth Avenue are 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 57th to 58th 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 passageways and delivery platforms will further expedite pedestrian and vehicular traffic within 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 Francaise, with a trip to one of the Roof Gardens; the Prometheus and Sunken Plaza; the Concourse, sub-surface shopping level; the Great Hall of the RCA Building and description of the Sert and Brangwine 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 Lounges of the Radio City Music Hall, and the Foyer and Grand Lounges 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 seventeenth story, 880 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 magical 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 Roof
National Broadcasting Company Buildings
The International Buildings
Educational and Scientific Exhibits
De Luce Retail Shopping Section
Contemporary Art
Landscaped Roofs and Gardens
Complete Communication Center
Guides Service
Information Offices

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
- 200,000 potential daily population
- 128,000 tons of structural steel
- 35,000 tons of limestone
- 40,000,000 bricks;
- 88,000 tons of cement;
- 28,000 windows;
- 10,000 doors;
- 185 elevators;
- 32,000 kw hrs of electricity;
- 380,000,000 pounds of steam per year.

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 Center 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.

ROCKEFELLER CENTER

AMERICAN CONTEMPORARY ARCHITECTURE AND ART

A permanent exhibition of American modern architecture and art, sponsored by the American Architectural Foundation and the American Art Directors' Association, is now on exhibition in Rockefeller Center. The exhibition runs through December and is free to the public.

The exhibition features the work of leading American architects and artists, including houses, offices, and public buildings that exemplify the best in modern American architecture and art. The exhibition is open to the public from 10:00 a.m. to 5:00 p.m. daily, with extended hours on weekends.

This is a wonderful opportunity to see and learn about the latest in American architecture and art, and to gain a deeper appreciation for the talent and creativity of American designers and artists. Don't miss it!