

RADIO CITY

ROCKEFELLER CENTER

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NEW YORKERS plan their evenings to include a regular weekly visit to the Music Hall, while out-of-towners write "Music Hall" on a list of "musts"

—because they know better motion pictures are shown here and the stage shows are without parallel anywhere

—because they enjoy the brilliant work of the resident Corps de Ballet; the verve of the Glee Club; the thrilling routines of the Rockettes, the finest troupe of precision dancers in the world; and the Symphony Orchestra, which provides a satisfying prelude and background of fine music for each program

—because the Radio City Music Hall is truly the

SHOWPLACE OF THE NATION

The Music Hall, seating 6,200 persons, is the world's greatest theater. Stage highlights include productions based on Tchaikowsky's "Nutcracker Suite," Ravel's "Bolero" and "La Valse," Delibes' "Coppelia," "The Swan"—a tribute to the memory of Anna Pavlova, and Christmas and Easter pageants which are famous throughout the world.

CONVENIENTLY situated are six attractive restaurants which enable you to lunch, dine, or drink tea or cocktails without leaving Rockefeller Center. Here gather personalities of the stage, radio, and business who work and shop at Rockefeller Center, and here visitors from all over the world find moderately priced menus designed to meet fastidious tastes. During the summer months enjoy dining outdoors in the shadow of the Prometheus Fountain in the Lower Plaza.

- CAFE LOUIS XIV—15 West 49th Street. Delicious food, flowers, and a vista overlooking Rockefeller Plaza lend unique charm to this restaurant.
- PROMENADE CAFE—Lower Plaza, entrance on Fifth Avenue between 49th and 50th Streets. Seasonal dining outdoors or indoors at the adjoining French and English cafes.
- RESTAURANT MAYAN—16 West 51st Street. Choice food in a setting inspired by Mayan art.
- ROCKEFELLER PLAZA RESTAURANT—Rockefeller Plaza at 50th Street. Old-fashioned dining in a modern setting.
- OLD NEW YORK ROOM—Lower Concourse, RCA Building. Dining in the atmosphere of Old New York.
- GATEWAY RESTAURANT—Lower Concourse, RCA Building. For the quick, less formal lunch or dinner.



ROCKEFELLER CENTER AT NIGHT

On the 65th floor of the towering RCA Building is New York's famous Rainbow Room. Here, night after night, assemble sophisticated folk from all over the world—in search of gaiety. They come to dine—to dance—to be entertained.

The luminous Rainbow Room occupies the entire eastern end of the 65th floor. Perhaps no other supper club in the world has been so highly praised. Its setting is distinguished—and unusual. Over the large revolving dance floor vari-colored tones of light are reflected in glistening mirrors and crystal chandeliers.

The two-story-high walls are pierced by twenty-four large

windows which afford an inspiringly beautiful view of New York by night. The Rainbow Room offers music by America's leading dance orchestras. Entertainment by world-famous artists. Open from 6:30 P.M. until 3 A.M. daily, except Sundays. Cocktails are served in the Lounge from 3:30 o'clock.

At the western end of the 65th floor is the intimate Rainbow Grill—especially favored for dinner and informal parties after theater. The Cocktail Hour is observed daily, including Sundays, from 3:30 P.M. to 7 P.M. The Grill is open on Sundays from noon—for "Breakfast in the Clouds" and for luncheon. Dinner is served until 9:30 P.M.

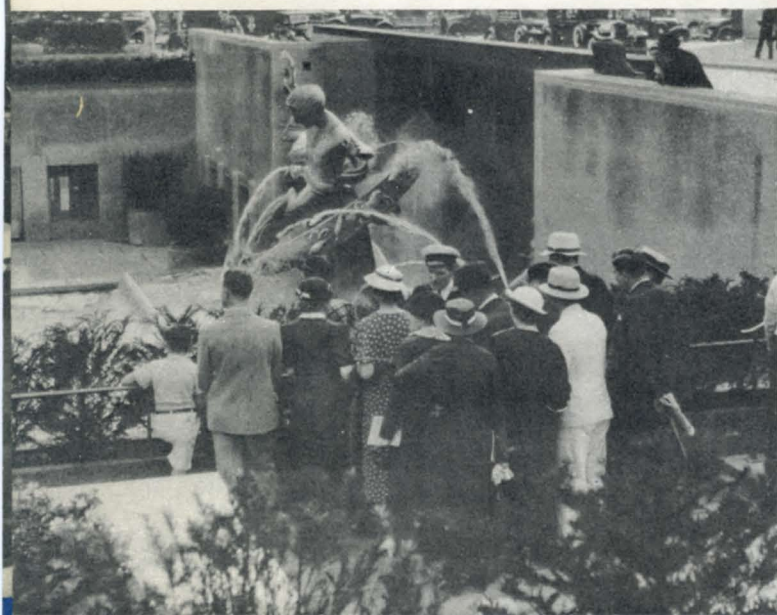
Special arrangements may be made for organized groups to visit any activity mentioned in this leaflet.

THE Guided Tour of Rockefeller Center offers the simplest and quickest way of gaining a comprehensive conception of the most notable private building enterprise in the world.

The tour tells the story of Rockefeller Center and includes a visit to points of interest in the eleven completed buildings of the Development; interprets the many famous murals and decorative sculpture; shows you the underground "heart" of the Development, and is climaxed by the thrilling fifty-mile view from the Observation Roofs of the RCA Building. Tours lasting one hour are conducted daily between the hours of 10 A.M. and 9 P.M. The charge is \$1.00; children under 16, 50c.

OBSERVATION ROOFS

THE Observation Roofs afford a magnificent view of New York, its harbor, rivers, famous buildings, bridges, and surrounding country. From this vantage point you can see innumerable places of interest, including Triborough Bridge, the new West Side Highway, Central Park, Medical Center, St. Patrick's Cathedral, as well as the Hudson and East Rivers, Long Island, Brooklyn, and New Jersey. The Observation Roofs are open daily from 10 A.M. to midnight. The charge is 40c; children under 16, 20c.



EVERYONE who has ever listened to a radio program will thrill to the unforgettable experience of a behind-the-scenes tour through the Radio City studios of the National Broadcasting Company. Only through a tour—not a broadcast—can you appreciate the fascinating operations going on every minute behind these windowless walls.

Here, world-famous actors, comedians, prima donnas, conductors, popular vocalists, leaders of business and finance, statesmen, and educators—the greatest personalities of our times—pass across NBC's stage of the air playing to the largest audience of all time—the tens of millions of radio listeners.



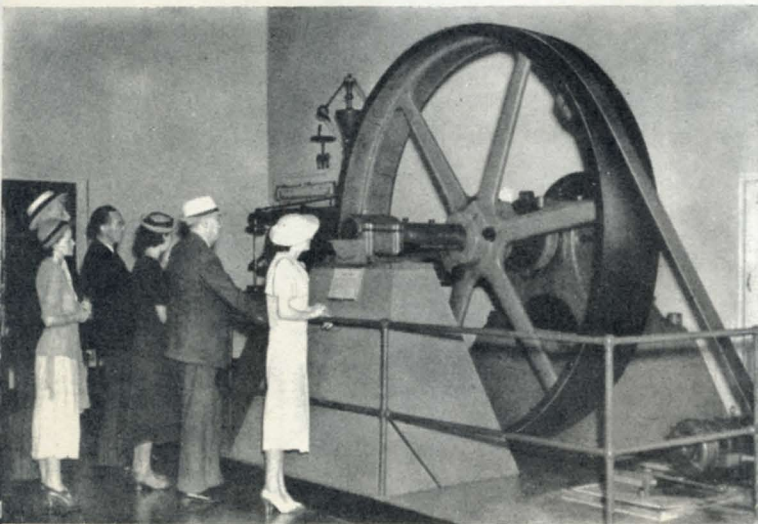
"On the Air"

Entertainment of such magnitude necessitates directing, editing, and timing to split-second accuracy a hundred programs a day . . . setting sound scenery with ingenious sound effects devices . . . dispatching programs—amid a glittering array of lights, switches, buttons, and dials—thousands of miles over two great nation-wide networks.

Only by taking the Radio City NBC Studio Tour with an experienced guide can you appreciate the tremendous ever-changing activity behind a broadcast. Tours lasting one hour operate every day in the year at ten-minute intervals from 9 A.M. to 11 P.M. The fee is 50c per person, plus 5c tax.

INSTEAD of saying "Don't touch!" at the New York Museum of Science and Industry in the RCA Building, you are urged to "Press this button!" or "Do it yourself!"

That's why visitors enjoy themselves so much in this fascinating and unique "Hall of Motion."



Wheels go round, lights flash, bells ring, pistons drive, and machinery whirls as science goes through its intricate and thrilling maneuvers at the bidding of the layman.

Moving from one exciting action-exhibit to another, the visitor presses a button and sees a miniature streamlined train brought to a stop by the modern air-brake system; he twists another gadget and becomes a modern Benjamin Franklin or Alexander Graham Bell, experimenting with electricity or the telephone.

The most famous discoveries, inventions, and developments of the scientific world are gathered here for the visitor to see and operate as he will. Many of them are permanent exhibits of the Museum; others are temporary, being changed at frequent intervals to keep in step with the fast-moving march of scientific events.

The Museum is open every day in the week from 10 A.M. to 10 P.M. Admission 25c; children under 16, 10c.

"Always a New Show at the Hall of Motion"



EVERYONE is curious about the art of today! American and European painting and sculpture shown here in many different and exciting forms: Post-Impressionism, Realism, Cubism, Dada, Fantastic Art, Surrealism, Primitives. ARCHITECTURE, MOVIE STILLS, PHOTOGRAPHY, INDUSTRIAL ART. Only through a visit to the Museum can you gain a lively knowledge of what modern artists are doing. The significance of each exhibition is explained in Daily Gallery Talks.

The Museum's thirty-six fully illustrated and authoritative books on Van Gogh, Cézanne, Gauguin, and other famous artists are on sale at the galleries at 14 West 49th Street, Concourse level. Hours: daily, 10 A.M. to 6 P.M. Sundays, 12 noon to 6 P.M. Admission 25c.

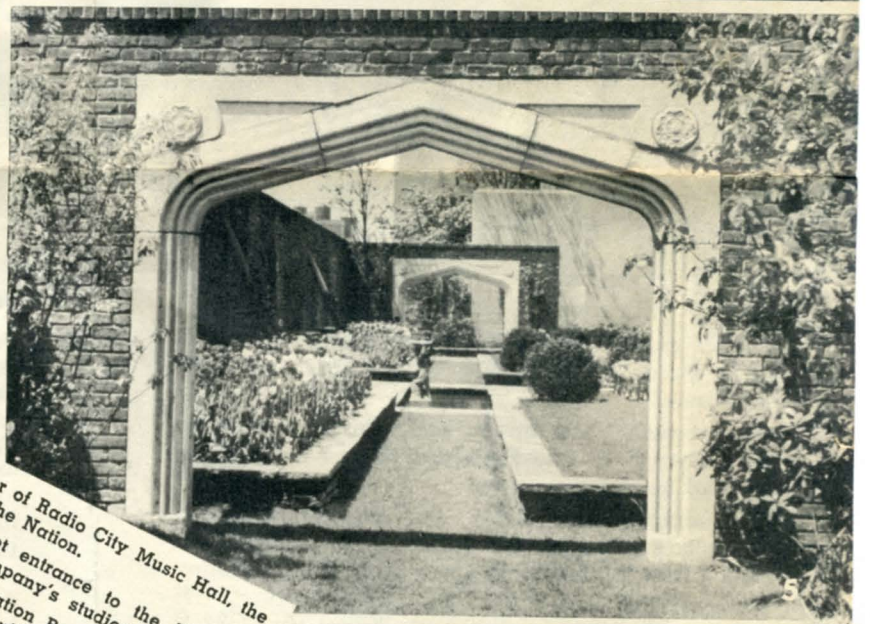
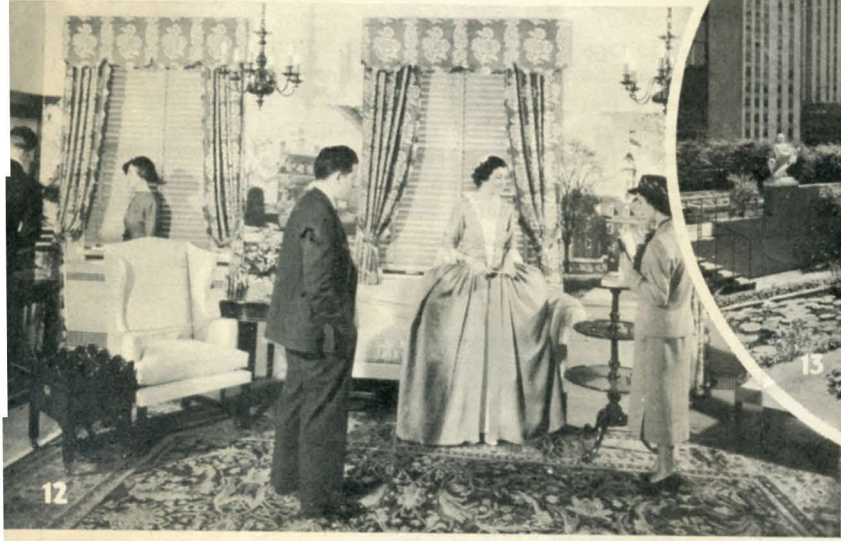
SKY GARDEN TOUR

ON THE roofs of Rockefeller Center, set amid the steel and stone of a great city, stretch refreshing vistas of green lawns, bright flowers, and placid pools.

These Sky Gardens, four times as large as the famous Hanging Gardens of Babylon, cover two acres of roof tops.

Not only do they enhance the beauty of this mid-town community but they also offer practical suggestions to the homeowner and garden lover for the treatment of difficult garden spots.

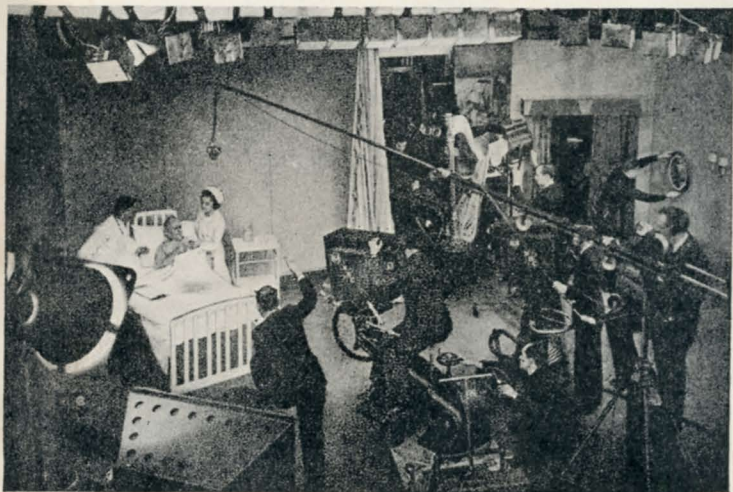
The Sky Garden Tour, which gives you an intimate view of these gardens, is conducted daily from May 1 to November 1, from 10 A.M. to 5 P.M., including Sundays. Admission is 50c.



1. Arched interior of Radio City Music Hall, the Showplace of the Nation.
2. Forty-ninth Street entrance to the National Broadcasting Company's studios.
3. View from Observation Roofs, climax of the Rockefeller Center Guided Tour.
4. New York Telephone Center, visitors to the "Hear Your Voice" exhibit enjoy the unique experience of hearing how their own voices sound on the telephone.
5. View of the English Garden, included in the Sky Garden Tour.
6. The start of an NBC Studio Tour showing photomurals in the background.
7. A brilliant Music Hall production on the world's largest stage.
8. Promenade Cafe's in Lower Plaza with famous bronze Prometheus Fountain at right.
9. Dancers in the Rainbow Room, New York's liveliest night rendezvous.
10. The significance of exhibitions in the Museum of Modern Art is explained in Daily Gallery Talks.
11. Spring in the Channel between La Maison Francaise and the British Empire Building.
12. Reproductions of authentic Colonial Williamsburg furniture are among the many decorative art exhibits featured at PEDAC on the 10th floor of the RCA Building.
13. Sky Garden vista, 11th floor roof of the RCA Building.



And Now TELEVISION



NBC TELEVISION TOUR

After years in the laboratory, RCA experimental Television, though not on regular broadcast schedule, is here for you to view in operation. See the television camera, the boom microphone, great stage lights, the control board with its myriad keys, switches, lights, television receivers—not just a museum of equipment but actual operating television. You yourself may appear before the camera—in the receiver, see televised images of other tour guests. You'll see the crude equipment used in experiments but a few years ago and the sleek, streamlined apparatus of today. Step into the future—see Television, tomorrow's miracle of the air. Tours leave at ten minute intervals, from 9:00 A.M. to 11:00 P.M., every day in the year. The charge is 55c including tax—or if you take both the NBC Television Tour and the NBC Studio Tour, the combined rate is 90c including tax.

NATIONAL BROADCASTING COMPANY

RCA BUILDING

RADIO CITY, N. Y.