

THE EMPIRE STATE BUILDING OBSERVATORY



OPEN 7 DAYS A WEEK 9:30 A.M. to Midnight

LOOKING NORTH: RADIO CITY 5TH AVENUE CENTRAL PARK STAND OUT.

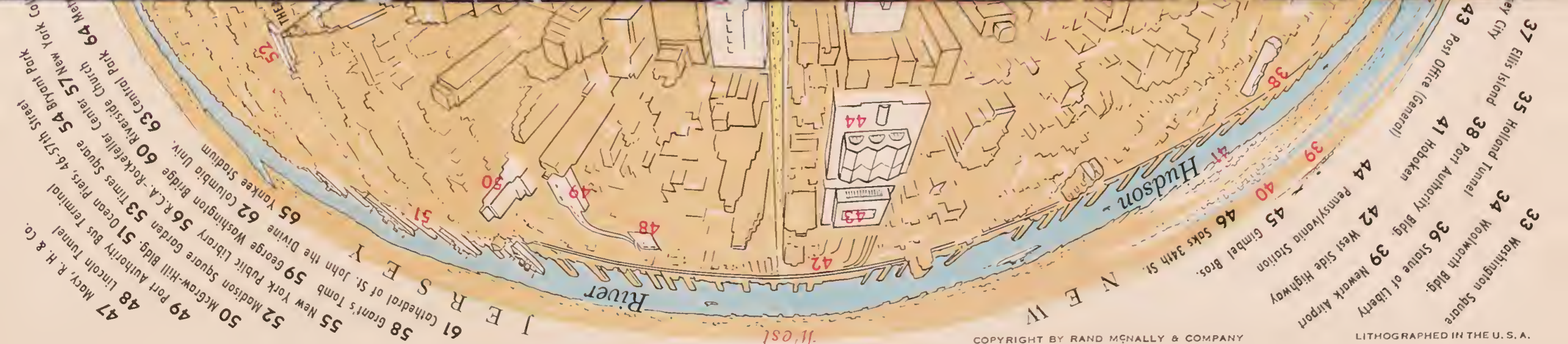
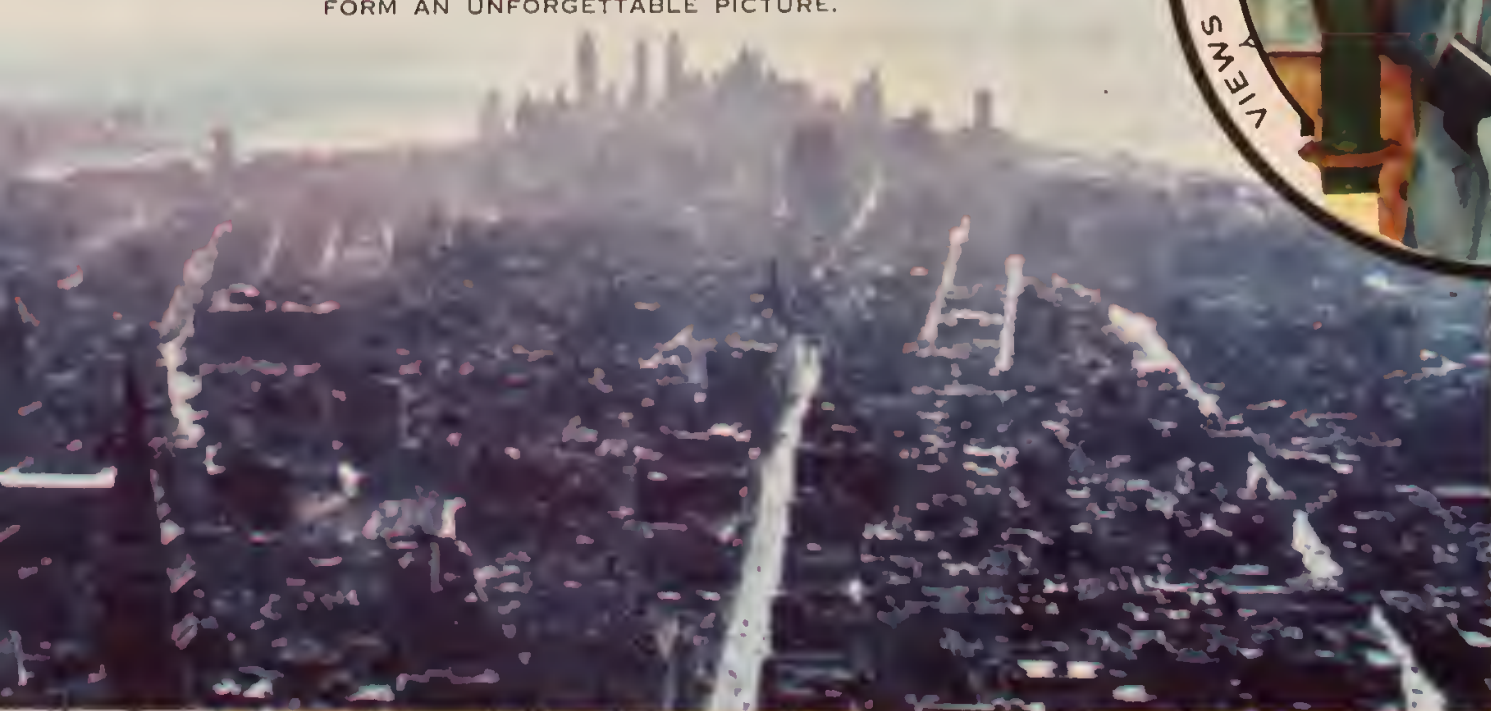
LOOKING EAST: THE UNITED NATIONS OTHER SPIRES ARE IMPRESSIVE.

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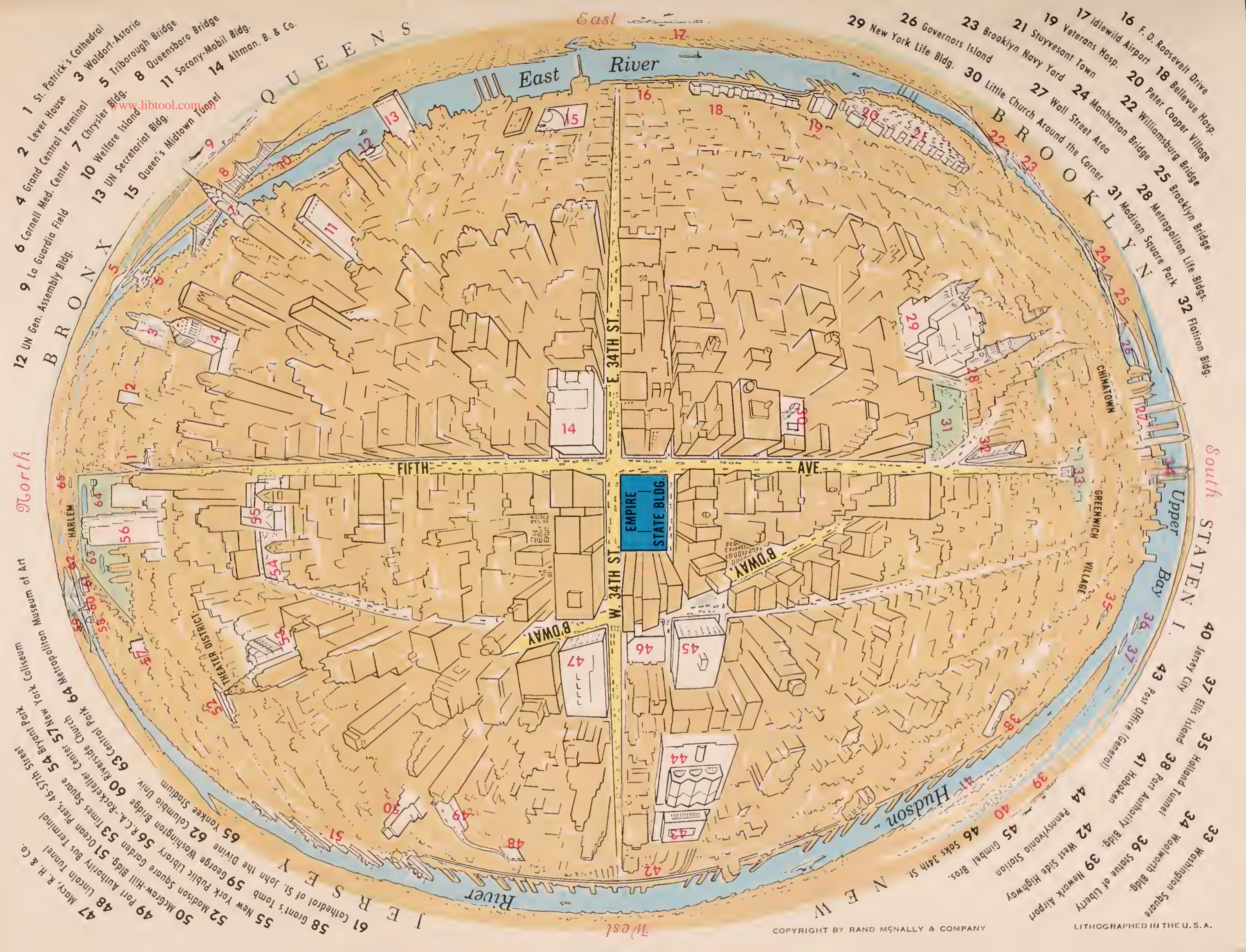


LOOKING SOUTH: AT TWILIGHT LOWER MANHATTAN, THE STATUE OF LIBERTY FORM AN UNFORGETTABLE PICTURE.

LOOKING WEST: TO HUDSON RIVER PIERS, WORLD-FAMED OCEAN LINERS.



- 33 Washington Square
- 34 Woolworth Bldg.
- 35 Ellis Island
- 36 Statue of Liberty
- 37 City Hall
- 38 Port Authority Bldg.
- 39 Newark Airport
- 40 Pennsylvania Highway
- 41 Hoboken
- 42 West Side Highway
- 43 Post Office (General)
- 44 Gimbel Bros.
- 45 Saks 34th St.
- 46 Port Authority Bus Terminal
- 47 Macy, R. H. & Co.
- 48 Lincoln Tunnel
- 49 Port Authority Bus Terminal
- 50 McGraw-Hill Bldg.
- 51 Ocean Piers, 46-57th Street
- 52 Madison Square Garden
- 53 Times Square
- 54 Bryant Park
- 55 New York Public Library
- 56 R.C.A. - Rockefeller Center
- 57 Central Park
- 58 Grant's Tomb
- 59 St. John the Divine
- 60 Yankee Stadium
- 61 Cathedral of St. John the Divine
- 62 Columbia Univ.
- 63 Times Square
- 64 Mott St.



- 1 St. Patrick's Cathedral
- 2 Lever House
- 3 Waldorf-Astoria
- 4 Grand Central Terminal
- 5 Chrysler Bldg.
- 6 Cornell Med. Center
- 7 UN Welfare Bldg.
- 8 Triborough Bridge
- 9 La Guardia Field
- 10 UN Secretariat Bldg.
- 11 Socony-Mobil Bldg.
- 12 UN Gen. Assembly Bldg.
- 13 UN Secretariat Bldg.
- 14 Altman, B. & Co.
- 15 Queen's Midtown Tunnel

- 16 F. D. Roosevelt Drive
- 17 Idlewild Airport
- 18 Bellevue Hosp.
- 19 Veterans Hosp.
- 20 Peter Cooper Village
- 21 Stuyvesant Town
- 22 Williamsburg Bridge
- 23 Brooklyn Navy Yard
- 24 Manhattan Bridge
- 25 Brooklyn Bridge
- 26 Governors Island
- 27 Wall Street Area
- 28 Metropolitan Life Bldg.
- 29 New York Life Bldg.
- 30 Little Church Around the Corner
- 31 Madison Square Park
- 32 Florioan Bldg.

- 33 Washington Square
- 34 Woolworth Square
- 35 Holland Tunnel
- 36 Statue of Liberty
- 37 Ellis Island
- 38 Port Authority Bldg.
- 39 New York City
- 40 Jersey City
- 41 Hoboken
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- 55 New York Public Library
- 56 R.K.A.-Rochefeller Center
- 57 New York Coliseum
- 58 Grant's Tomb
- 59 George Washington Bridge
- 60 Metropolitan Museum of Art
- 61 Cathedral of St. John the Divine
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**EMPIRE
STATE
BUILDING
OBSERVATORY**
5th Avenue and 34th Street
New York 1, New York

PRAISE IS UNIVERSAL

- "Empire State . . . one of USA's 7 engineering wonders" *Time Magazine*
- "The unbelievable Empire State Building" *Reader's Digest*
- "...see New York from the top of Empire State. There's nothing like it" *Dorothy Kilgallen*
- "From Empire State you can see 50 miles" *Allentown Sunday Call Chronicle*
- "No visitor should miss Empire State" *New York Times*
- "Empire State's best view is at night" *Glasgow (Scotland) News*
- "Empire State's view is breathtaking" *Britain's Queen Mother*
- "New York's most visited building" *NBC*

Unusual Map

The 3-dimension panoramic map (below) was designed by Rand McNally & Company, world's foremost map makers, for the "Empire State." Each quadrant conforms to the view registered by the eye from the 86th floor observatory.



The Empire State Building has been the subject for hundreds of photographers — and nearly as many artists. One of the most striking impressions — which captures the majesty and unrivaled beauty of the world's tallest building — is this painting by a well-known New York artist. It shows how thoroughly the 1472-foot-high structure dominates Manhattan.

WORLD FAMOUS OBSERVATORY VIEW HAS BEEN ACCLAIMED BY MILLIONS

Empire State Building Observatory,
34th Street and 5th Avenue, Open
7 Days a Week, 9:30 A. M. to
Midnight

More than 16 million persons have thrilled at the magnificent view of New York City — its rivers, parks, buildings — and surrounding environs from the Empire State Building Observatory.

These millions have come to see the "greatest of all views" — a five-state panorama which offers a visibility of 80 miles diameter on clear days — and to be enthralled by the building itself which is one of the seven engineering wonders of the United States — and the 8th wonder of the world.

At the 86th and 102nd floor levels — which can be comfortably reached by the finest Otis elevators — the sights are pointed out by expert guides. The daytime view is "thrilling." But, the nighttime view — when New York's lights glitter like jewels — is most exciting. Walter Winchell, famed New York columnist, once wrote that seeing New York at night from the Empire State top makes it look like the "world's largest Christmas tree."

The Empire State Building is easy to reach. Its convenient location at 34th Street and 5th Avenue, places it midway between Grand Central and Pennsylvania stations. All bus and transit lines serving New York and its residential suburbs converge closer to the Empire State than any other part of New York. The observatory is open 365 days a year from 9:30 a.m. to midnight. Special rates are available to groups.



There are 16,000 persons working within the 102-story Empire State Visitors to offices, observatory, stores total over 35,000 daily An area the size of a baseball pitcher's mound forms the base for the 22-story TV tower perched atop the building from which all 7 TV stations in New York send their programs . . . the building's 75 passenger elevators have traveled over 7 million miles Five members of the Polish Olympic team in 1932 ran all the way up the 1860 steps in 21 minutes . . . Pennant pencils are the souvenir counter's biggest seller . . . even Britain's Queen Mother, an observatory visitor several years ago, took back several for her grandchildren On the 86th floor there's a voice recorder for you to send a record to friends that could begin with, "I'm talking to you from atop the world's tallest building."

MacKinlay Kantor Penned Tribute to "Freedom Lights"



MacKinlay Kantor

MacKinlay Kantor, author of the Pulitzer Prize novel "Andersonville," penned the tribute to Empire State's "Freedom Lights." The 157-word tribute — cast in a bronze plaque on the 86th floor observatory — reads:

Whence rise you, Lights? . . . From this tower built upon Manhattan's native rock. Its roots are deep below forgotten musket balls, the mouldered wooden shoe, the flint, the bone . . . What mark you, Lights? . . . Our Nation's doorway. . . Who sleep or toil beneath your good warm gaze? . . . All who love this Land: they who are of the Land's stout seed, and they who love the Land because they chose to come. . . Sing you a song, Proud Lights? . . . We sing silently. We chant a Mass and Spiritual, Doxology and Kol Nidre, battle hymn and ballad. We tell of village and of jet — Of wheat and cotton, turbine, oil and goldenrod, the wildest mountains and the cities' roar. . . This is a strange new time. Strong Lights, why never do you fear? . . . There is something more powerful. The heart and soul of all Mankind. . . What build you with your beams? . . . A bridge to the stars. . . What offer you to God, O Lights? . . . America's devotion.

BUILDING IS POPULAR SUBJECT

The Empire State Building has been featured in many movies, Broadway stage plays and several big-hit musicals. Hardly a day passes that it isn't mentioned on one television program or the other. It's been included, too, in hundreds of popular songs — and many, many books.

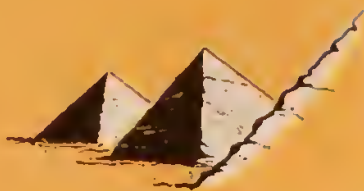
www.libtool.com.cn

“FREEDOM LIGHTS”: The world’s most powerful beacons atop the Empire State Building flash out their message of welcome and freedom every night to residents of seven states as well as travelers at sea and in the air.

The Wonders of the World —



TEMPLE OF DIANA
AT EPHEBUS.



PYRAMIDS OF EGYPT.



TOMB OF
MAUSOLUS.



COLOSSUS
OF RHODES.



HANGING GARDENS
OF BABYLON.

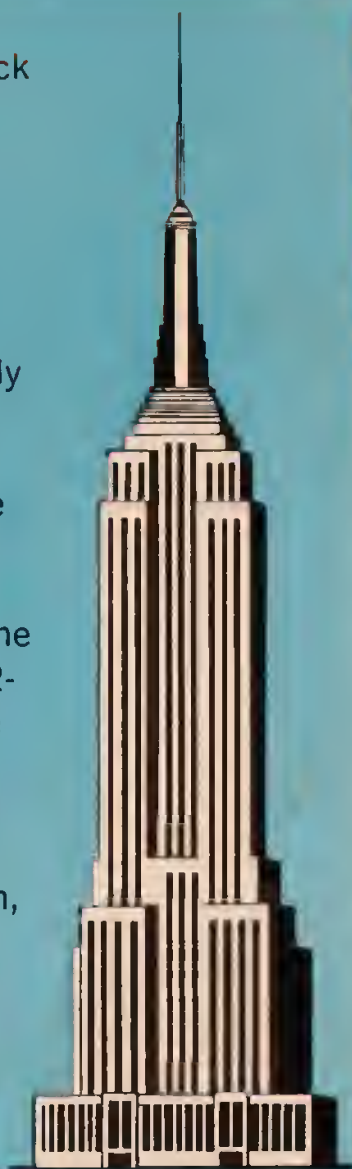


PHAROS OF ALEXANDRIA.



STATUE OF ZEUS
AT OLYMPIA.

8 in all—date back thousands of years. Of the ancient 7 all except the Pyramids have long since disappeared. Only 1 of the 8—New York City's fabulous Empire State Building—was built in the 20th Century. The 102-story, 1,472-foot high Empire State, now indisputably the World's No. 1 tourist attraction, is considered by many historians to be THE GREATEST WONDER OF THEM ALL!



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