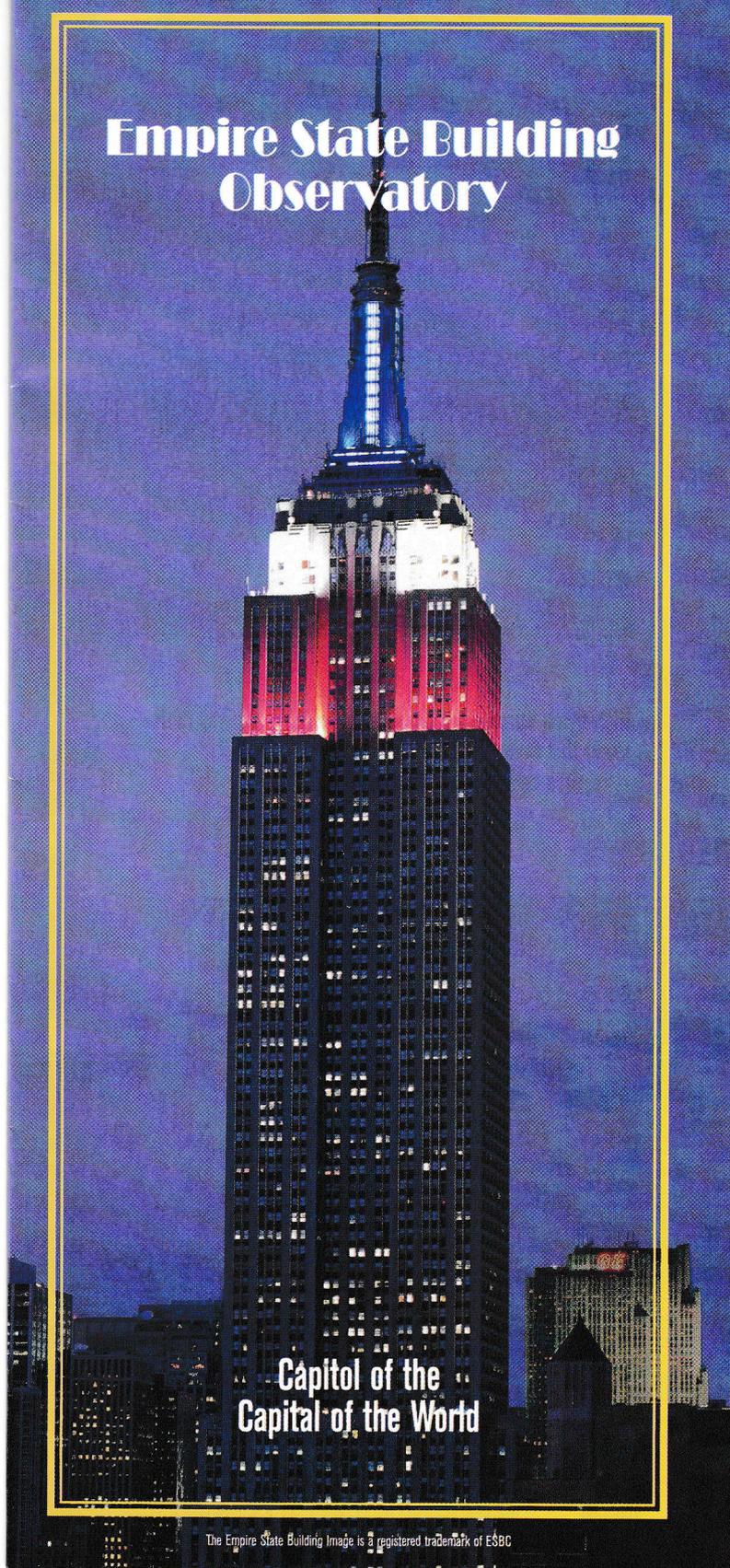
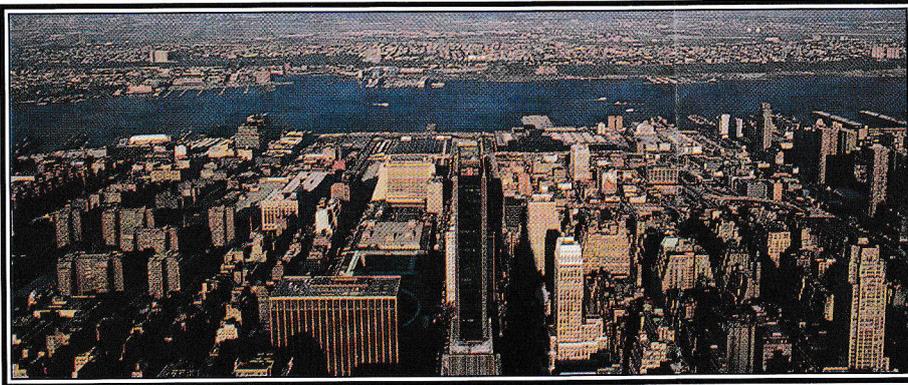


Empire State Building Observatory



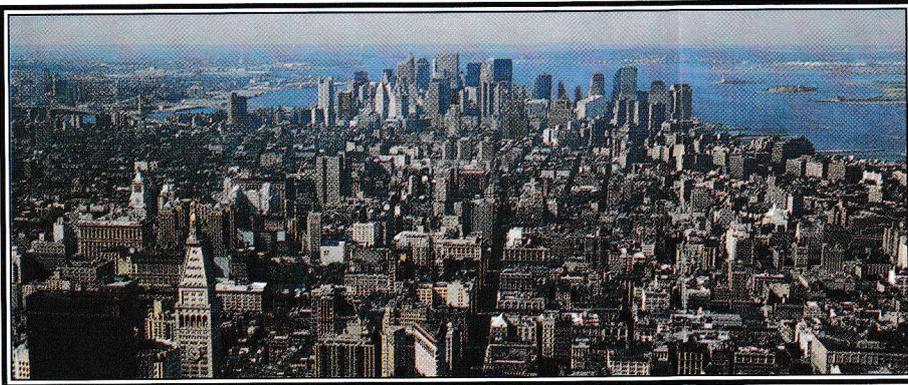
Capitol of the
Capital of the World

The Empire State Building Image is a registered trademark of ESBC



West

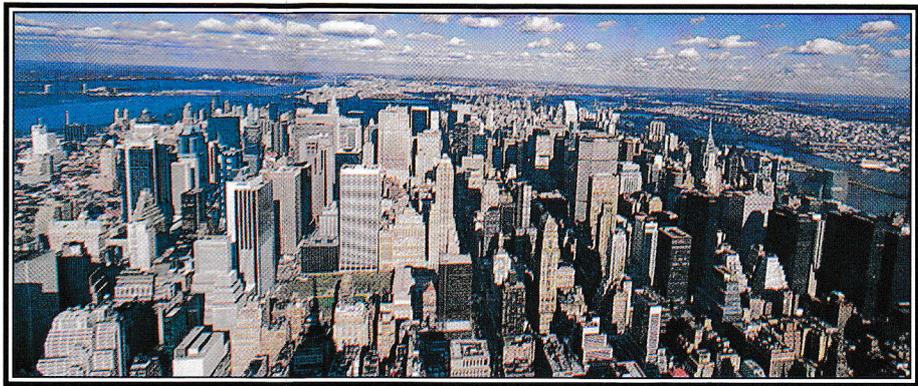
Dominating the westward foreground is the dramatic black spike of One Penn Plaza rising above the Madison Square Garden sports entertainment complex, and to its immediate right, the sprawling Jacob Javits Convention Center. Just beyond, the retired World War II aircraft carrier, Intrepid, houses the Air and Space Museum. From this area ferry services link Manhattan with New Jersey in minutes, while fleets of excursion craft stand by for sightseeing trips and dinner cruises around the island, or for day-long trips up the Hudson. Across the Hudson the New Jersey landscape stretches out past Newark International Airport to the gently rolling hills of the Ramapo Mountains and beyond to the resort and vacation playgrounds of Pennsylvania's Pocono Mountains.



South

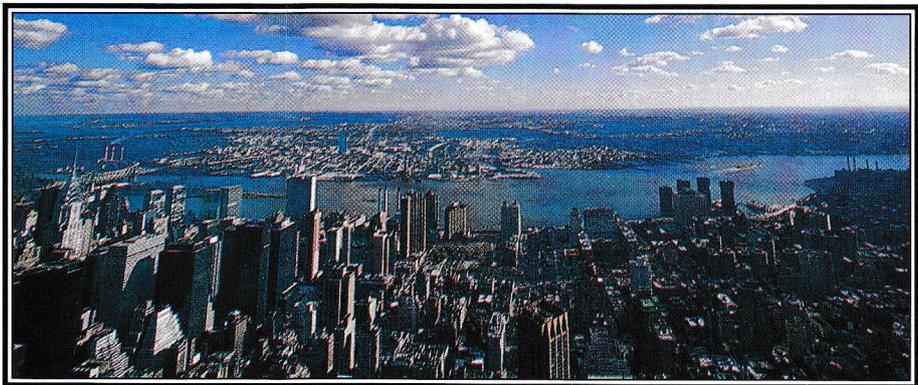
To the south the City takes on a less lofty character, where many of its historical buildings are dwarfed by the soaring Wall Street structures. Visible in the center foreground is the appropriately-named Flatiron Building, and south from there the elegant Woolworth Building, once the tallest building in the world at only 60 floors. To the right in Upper New York Bay stands the Great Lady herself, the Statue of Liberty, and the adjoining Ellis Island, where millions of immigrants first stood on American soil. To the lower left, the Manhattan and Brooklyn Bridges appear as miniatures against the backdrop of the majestic span of the Verrazano-Narrows Bridge joining the boroughs of Brooklyn and Staten Island.





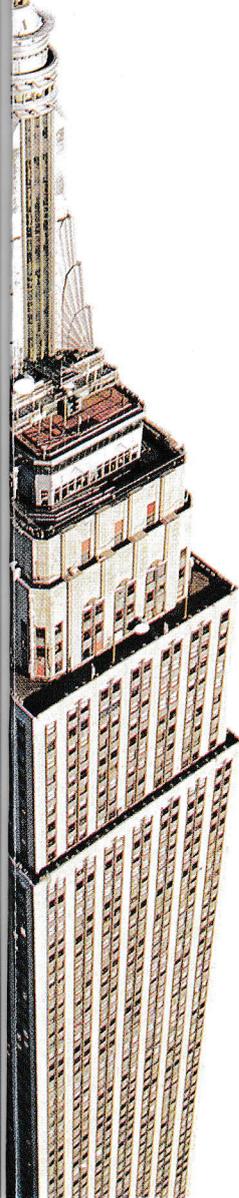
North

Far below in the foreground to the right stands the shimmering Chrysler Building, the impressive MetLife Building (formerly the Pan Am Building) bordering nearby. Moving north along 5th Avenue you'll spot the GE Building (formerly the RCA Building) highlighting the Rockefeller Center complex, and directly to its right the world-renowned St. Patrick's Cathedral. Beyond lie 57th Street, one of the world's elite shopping districts, and the Plaza Hotel which faces the vast expanse of Central Park. Up to the left, the Hudson River flows beneath the majestic George Washington Bridge which joins New York and New Jersey. Beyond this, on a clear day one may see the states of Connecticut and Massachusetts.



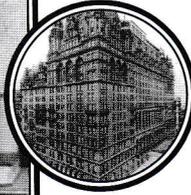
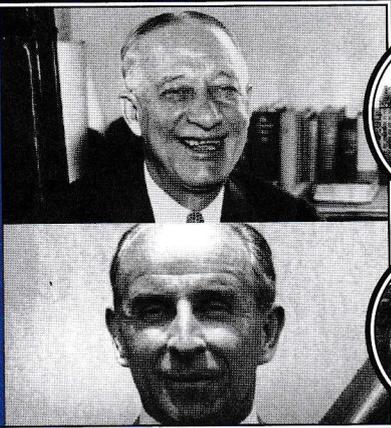
East

Directly east lies the Borough of Queens. To the northeast, at water's edge stands the United Nations Headquarters with its striking glass and steel General Secretariat building. Obviously visible is the CitiCorp building which dominates the Queens skyline. Spanning the river onto Long Island are the Triboro, Whitestone and Throgs Neck Bridges, providing access to LaGuardia and JFK International Airports, as well as a hundred miles of Long Island's sandy beachfront. To the southeast the Williamsburg Bridge reaches into Brooklyn, where dozens of ethnic cultures coexist in harmony. Here and in Queens, communities of immigrants from Russia, the West Indies, Korea, Greece, India, Pakistan, and a host of Arab nations, comprise one of the most diverse neighborhoods in the world.



Birth of a Giant

Partners Alfred E. Smith, ex-Governor of New York State and John J. Raskob, start construction of the Empire State Building.

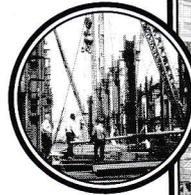


Building site: Original Waldorf-Astoria Hotel, Queen of La Belle Époque, High Society's favorite haunt.

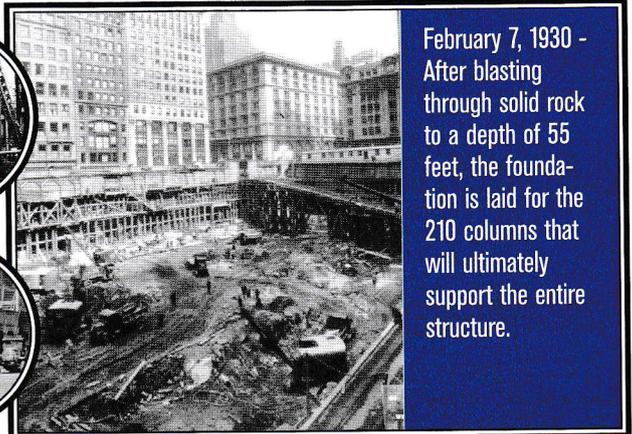


With a flourish, Smith and Raskob detach some roof ornamentation, launching the famous hotel's demolition.

60,000 tons of steel beams are delivered at a rate that assures two stories can be completed every day.

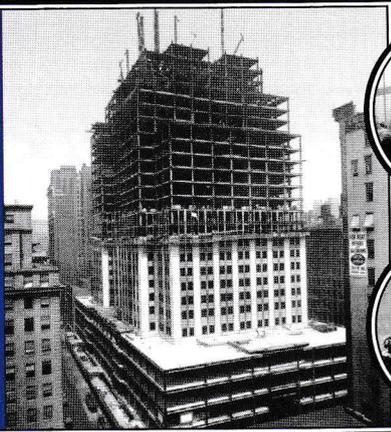


Derricks feed overhead cranes that swing beams onto platforms where ironworkers hoist them into place.

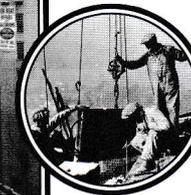


February 7, 1930 - After blasting through solid rock to a depth of 55 feet, the foundation is laid for the 210 columns that will ultimately support the entire structure.

June 6, 1930 - Only the first five stories cover entire building site area at street level, with the sixth floor set-back serving as a staging area for the next rise.

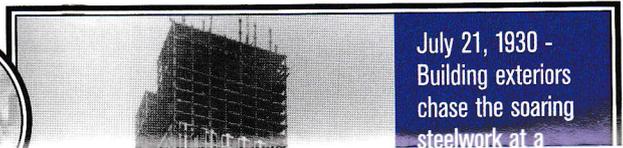


A team of 290 bricklayers and masons are needed to mortar the more than 10 million bricks into place.



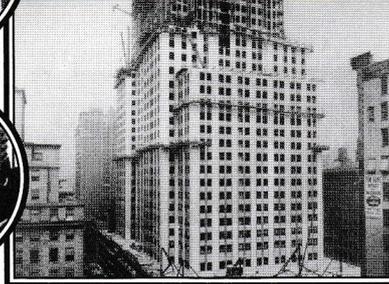
Positioning one section of the 200,000 cubic feet of Indiana limestone panels that comprise the exterior facade.

Every piece of metal, fabricated in Pittsburgh to within an 1/8th-inch of precision, is installed in perfect plumb.



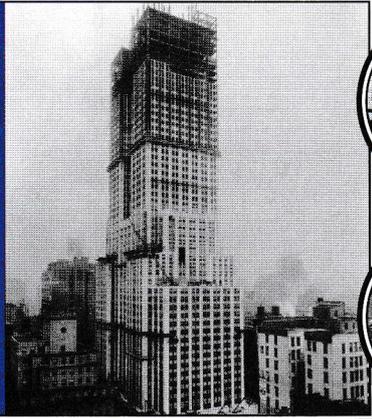
July 21, 1930 - Building exteriors chase the soaring steelwork at a

A bit overdressed for the occasion, an inspector checks the work to assure unquestioned accuracy.



record pace, while thousands of unseen workers race furiously to complete the interior space.

August 18, 1930 - With less than a month before the steel work is topped off at the 86th floor, designs are in the final stages for the dramatic tower extension.



Despite ambitious schedules, the most precarious work is done only in fair weather, reducing the risk of accidents.

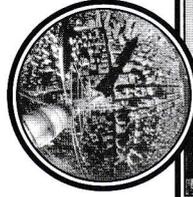


An acrobatic member of a 4-man riveting gang hauls his air-hammer to perilous heights to fuse another beam.

High-flying ironworkers putting the finishing touches to the tower that today houses the broadcast facilities.



A dizzying "fish-eye" camera view of the surrounding City today from the building's topmost antenna.



November 10, 1930 - The tower mast is added, making the building the tallest in the world and changing the New York skyline forever.

Opening Day, May 1, 1931 - Flanked by his grandchildren, Alfred E. Smith officially opens Empire State Building to the public.



Historic Landmark

For the better part of a century, most first-time visitors to New York have headed straight to the Empire State Building for the thrill of a lifetime: the journey aloft to its fabled Observatory nearly a quarter of a mile above Fifth Avenue. Here they are treated to breath-taking panoramas that embrace not only New York City, but fan out to the several surrounding states and into the far reaches of the Atlantic.

Arguably the most famous structure built by modern man, the 1,250-foot (381 meters) Empire State Building has dominated the New York City skyline since its much-heralded completion in 1931. And the story of how this modern Wonder of the World came to be is a true reflection of the American spirit.

The 41 Million Dollar Question

"Bill, how high can you make it, so it won't fall down?" John Jacob Raskob, the visionary who conceived the Empire State Building asked William Lamb, the brilliant, courageous architect, in 1928. Lamb's bold answer changed history.

Raskob, a savvy Wall Street financier, had helped turn General Motors into an automotive giant and sparked the phenomenal growth of the DuPont family investment firm. To realize his crowning achievement, Raskob formed an inspired partnership with Alfred E. Smith, the former Governor of New York State and recently-defeated Democratic candidate for President of the United

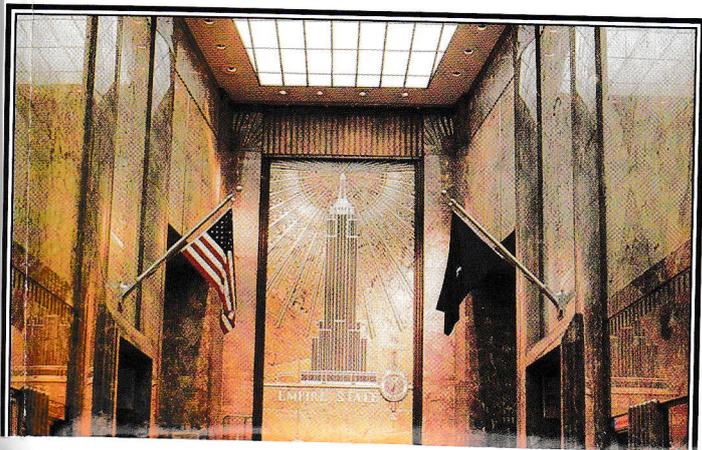
States. Neither man was trained as a construction engineer, architect, urban planner or real estate developer, but they knew how to get things done.

Capitalizing on Smith's New York connections and flair for showmanship, and Raskob's financial and managerial genius, within months these dynamos amassed \$41 million and the necessary brains and manpower to launch the most ambitious architectural undertaking in the annals of the western world.

On May 1, 1931 – just one year and forty-five days later – an astounded assemblage of dignitaries watched as Smith's grandchildren put scissors to ribbon, opening the world's tallest skyscraper, an icon that endures as New York's proudest achievement of the 20th Century.

Though now surpassed in height, the building remains unchallenged as America's most imposing National Historic Landmark. It has been featured in hundreds of films viewed by millions of movie-goers around the globe, making it beyond a doubt the best-known skyscraper in the world. With nearly 4 million visitors flowing through its hallowed halls every year, that reputation continues to soar. It is fitting that the most famous building of the 20th century has been visited by many of its most famous people – from President Franklin D. Roosevelt, Winston Churchill, countless kings, queens and heads of state to entertainment icons like Paul McCartney, and, of course, the legendary King Kong himself!

The Complete Experience

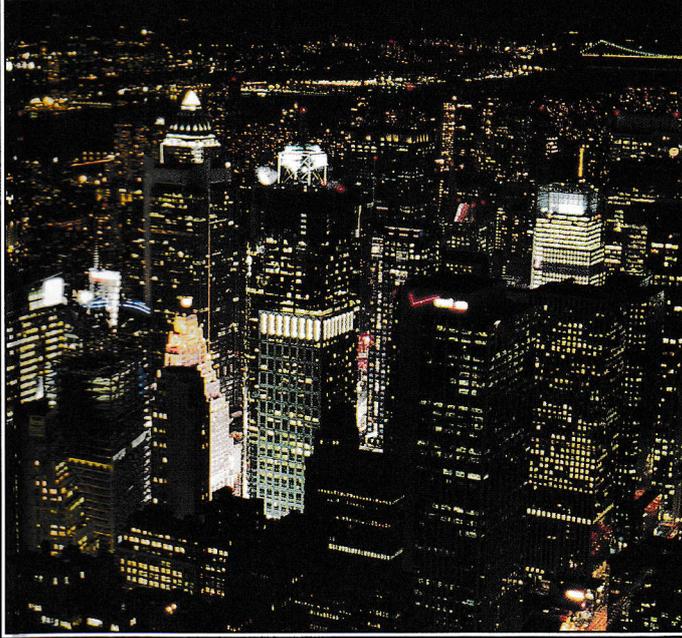
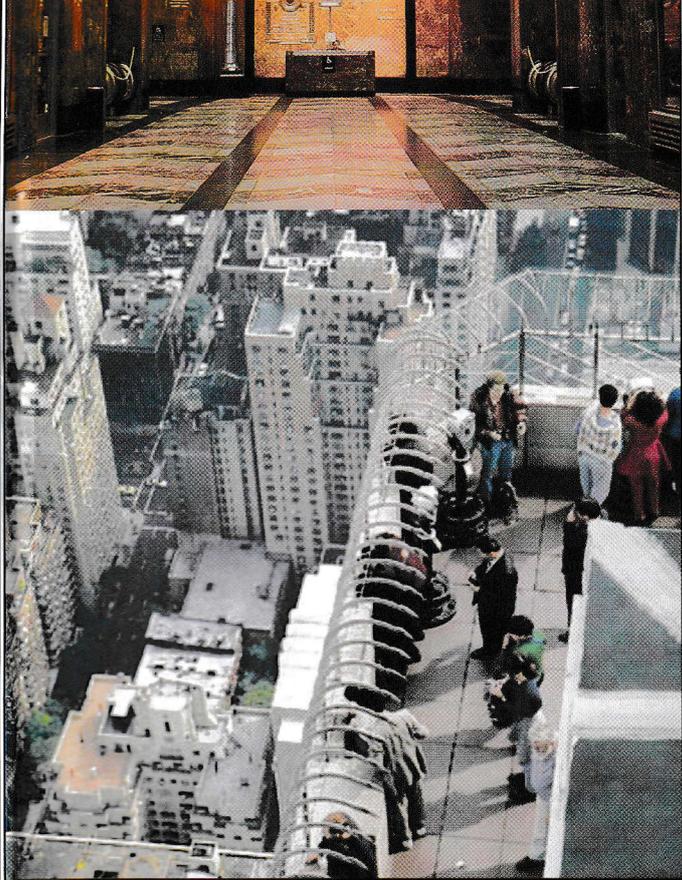


Lobby – An Art Deco Masterpiece

Among the building's unique attractions is the Art Deco designed lobby covered in thick slabs of marble with beautiful steel highlights throughout. The Fifth Avenue lobby's back wall depicts an image of the Empire State Building set against a map of New York State, the Empire State and surrounding states.

Concourse Ticket Office

From the moment visitors descend the escalator onto the concourse level, they are entertained while queuing in the ticket office. Posters throughout highlight New York City landmarks and locals. A radio show, audible throughout the concourse, features New York music and information. Video screens highlight



New York helicopter views and our other attractions, the Audio Tour and the NY SKYRIDE. Tickets for these attractions can be purchased in the Ticket Office.

Audio Tour

The new Audio Tour is hosted by Tony, a real New Yorker. Tony will show you the sights, tell you stories about the city and entertain you in a way that only a New Yorker can. He's blunt, he's colorful and he's fun to listen to.

The audio units themselves are simple to operate. The tour was designed for people who want to go at their own pace and follow their own sequence. You can spend 15 minutes on the observatory or 45 minutes. With Tony, you're in control.

NY Skyride

See, Hear and Feel the best sights of New York City on the world renowned NY SKYRIDE. Have a comfortable seat and experience the NY SKYRIDE before you do anything else. NY SKYRIDE is an exhilarating big screen motion picture ride over, under and through the very best sites of NY. The NY SKYRIDE is a 22 minute virtually cool, "must do" experience that also includes a tribute to Empire State Heroes and NY's Top Ten attractions.

86th Floor Observatory

Whisked skyward aboard express elevators, visitors reach the 86th floor in about a minute! Located 1,050 feet (320 meters) above the City's bustling streets, the Observatory offers panoramic views both from within a glass-enclosed pavilion, and from the surrounding open-air promenade. Here, in addition to the limitless vistas far into the distance, new skyline displays highlight buildings, bridges and other prominent structures.

Spectacular Night Views

One of the most breath-taking spectacles of a lifetime awaits the night-time visitor to the open-air 86th floor Observatory. By day, one thrills to the endless expanse of geography. But by night, one is simply mesmerized by the sparkling array of stars and flickering lights scattered across the sky like a galaxy of diamonds on black velvet.

From all over the city and far beyond, the building is a light show unto itself: from sunset till midnight the top 30 floors are aglow in a rainbow of colors, keyed to a variety of special events. Visible from 80 miles around, the silhouette of the lighted tower is a virtual magnet to the eyes, beaming colored combinations of light on U.S. National Holidays (Red, White & Blue), St. Valentine's Day (Red), St. Patrick's Day (Green), United Nations Day (Blue & White), from Halloween to Thanksgiving Day (Red & Yellow), Hannukah (Blue) and the Christmas Holiday Season (Red & Green), to name but a few.

From every possible angle the Empire State Building offers an unparalleled feast for the eyes!