

## STARTING ITALIAN BUILDING IN RADIO CITY.



Times Wide World Photo.

Senator Antonio Mosconi digging up the first spadeful of earth for the new unit at the Rockefeller Center in the formal ceremonies yesterday. Others in the foreground are Colonel Arthur Woods, president of Rockefeller Center, Inc.; Nelson Rockefeller and Signora Mosconi.

ITALY'S UNIT BEGUN  
AT 5TH AV. CENTER

Senator Mosconi Breaks the  
Ground for Building to Hold  
Industrial Activities.

## NATIONS' HEADS CHEERED

Col. Woods Reveals 60 Per Cent of  
Rockefeller Site's Rentable Space  
Already Has Been Let.

The ceremonies attending the breaking of ground for the Palazzo d'Italia, Italian Building in the Rockefeller Center, took place yesterday morning. An international gathering of several hundred men and women, representing diplomatic, artistic, financial and political circles was present.

A substantial part of the Italian Building at Fifth Avenue and Fiftieth Street will be occupied by activities dealing with Italy's industries. The building will be nine stories high. It will have a frontage of sixty feet on Fifth Avenue and will extend 200 feet west of the avenue.

The speakers at the ceremonies were Colonel Arthur Woods, president of Rockefeller Center, Inc., Nelson Rockefeller, son of John D. Rockefeller Jr., and Senator Antonio Mosconi, vice president of the Societa Anonima Palazzo d'Italia.

## Center's Space 60% Rented.

Colonel Woods revealed in his address that nearly 60 per cent of the 2,199,000 square feet of rentable space in the office buildings of Rockefeller Center had already been rented.

The ground was broken by Senator Mosconi with a spade of silver, the handle of which was carved by the students of the Leonardo da Vinci Art School. The spade will later be presented to Premier Benito Mussolini.

In the course of the ceremonies there was cheering of President Roosevelt, Premier Mussolini, the King of Italy and Italo Balbo under the impromptu leadership of an unemployed American youth of Italian extraction, who gave the name Salvatore Messina.

Hands were raised in Fascist salutes and many voices in chorus

shouted the battle cry of the Fascist legions.

The cheering followed the raising of the American flag by Mr. Rockefeller and of the Italian flag by Senator Mosconi.

## Sees a New Era.

Senator Mosconi said that "Rockefeller Center is destined to become a powerful instrument conducive to the most intense economic and cultural relations among peoples," and added that in the center he "confidently sees the auspicious beginning of a new era, an era of wholesome prosperity and fruitful peace in the world."

"The colors of Italy," Senator Mosconi went on, "pervaded by a spirit of renovation, a superb expression of which is the arduous flight of the Roman Eagles, daring sea and sky to reach American soil, tell us that Italy intends to be ever present wherever contribution may be made to the development of peaceful understanding among nations, and the rebirth of faith in the restoration of individual and public economic conditions."

"For many years my father has been interested in international affairs," said Mr. Rockefeller, "not only through his oil companies and other industrial interests, but through his various philanthropic activities as well. These have brought him in close touch with practically all parts of the world."

## Ties Among Nations Sought.

"He has realized with increasing clarity that a closer tie and a more sympathetic cooperation must be had between the various nations of the world. As this great real estate development began to take shape he visualized the unparalleled opportunities which it offered to further the cause of better understanding and gradually this great scheme of the international buildings was developed.

"Another phase of this undertaking which has appealed greatly to my father is the fact that in developing this international scheme something constructive is being created. We are not just taking tenants from other buildings to fill our space, but industries new to this country are actually being fostered and developed; thereby we are adding to, rather than competing for, the existing business."

Mr. Rockefeller added that the construction of the Palazzo d'Italia would give employment to many thousands of men, and "even though times seem to be getting better this is still a consideration of vital importance and one of which we have not been unmindful during these last few years."