**BEHIND THE SCENES**

**RADIO AND 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.

**THIS IS THE NATIONAL BROADCASTING COMPANY**

Airplane shot. The television camera shoots a sky view using a model简单与a similar story built to scale, a line of ships standing out to sea. Look behind such scenes as this on the NBC Television Tour.

Two great coast-to-coast networks—the NBC Red and NBC Blue—serving over 24,000,000 American radio homes with 54,000 individual programs annually, almost 20,000 hours of network broadcasts, including the greatest number of the most popular programs on the air—no wonder the words, “This is the National Broadcasting Company,” and the familiar NBC chimes have become the world’s best known “signature.” ... A specialized personnel of 2000, excluding artists and musicians ... a 23,750 mile “network” of two-wire circuits connecting the NBC associated stations ... shortwave facilities for international broadcasts ... the most advanced technical equipment including the first complete television studio in America ... these are a few of the things that make NBC ...
NBC TELEVISION TOUR

For some productions the television camera requires special make-up; the make-up artist applies it to a model in a televised fashion show.

NBC's experimental television studio during the production of a comedy sketch. See television in operation on the NBC Television Tour.

"Give 'er tough!" the television production director explains a brief activity one of the cameramen get the focus.

In the television studio control room, coordinating sight and sound requires a number of engineers, each with specialized experience.

An RCA experimental television receiver. On the Tour, you'll see the scene picked up in the studio and the televised image in the receiver.

VISIT NBC's HEADQUARTERS in RADIO CITY

NATIONAL BROADCASTING COMPANY INC.
BCE BUILDING
RADIO CITY STUDIOS
NEW YORK

WEPF
WJZ

M ___________________________ Date ___________________________

Program ___________________________ From ___________________________

Of ___________________________

STEP INTO THE FUTURE—SEE TELEVISION
TAKE NBC's TELEVISION TOUR

GO BEHIND THE SCENES OF RADIO
TAKE NBC's RADIO CITY STUDIO TOUR
TOURS LEAVE EVERY 5 MINUTES—9 A.M. TO 11 P.M.