

NATIONAL BROADCASTING COMPANY

NEW YORK CITY

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





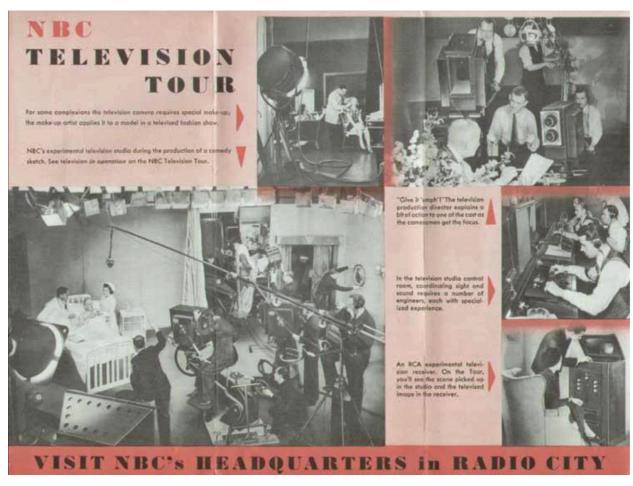


Two great coast-to-coast networks—the NBC Red and NBC Blue—serving over 24,000,000 American redio homes with 54,000 individual programs annually, almost 20,000 hours of network broadcasts, including the greatest number of the most popular programs on the air—no wonder the words, "This is the National 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 . . .

You're on the air!' George Hicks, NBC amounters, signals the resulted director for the down-best, opening the program. Visit behind the releasing the program of the NBC Broadcast.

THE WORLD'S GREATEST BROADCASTING SYSTEM

VISIT NBC'S HEADQUARTERS in RADIO CITY



| NATIONAL BROADCASTING COMPANY INC. BCA BUILDING RADIO CITY STUDIOS NEW YORK ENTRANCE ON 49TH OR 30TH STREETS, BETWEEN 5TH AND 6TH AVENUES WEAR | |
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| M_ | 19- |
| Program | Date |
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