



TELEVISION

TOURS

BEHIND THE SCENES
BROADCASTING

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



Airplane shot! The television camera shoots a sky-view, using a model seaport with a miniature navy built to scale, a line of ships standing out to sea. Look behind such scenes as this on the NBC Television Tour!



"You're on the air!" George Hicks, NBC announcer, signals the musical director for the down-beat, opening the program. Visit behind the microphone on the NBC Broadcasting Studio 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 . . .

THE WORLD'S GREATEST BROADCASTING SYSTEM

VISIT NBC'S HEADQUARTERS in RADIO CITY

NBC TELEVISION TOUR

For some complexions 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 it 'emph'!" The television production director explains a bit of action to one of the cast as the comedians 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.
 RCA BUILDING **RADIO CITY STUDIOS** NEW YORK
 ENTRANCE ON 49TH OR 50TH STREETS, BETWEEN 5TH AND 6TH AVENUES

M _____
 Program _____ Date _____
 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.