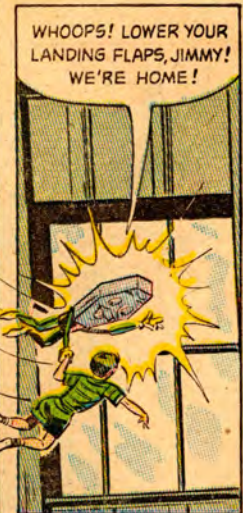




NBC OFFICES AND STUDIOS OCCUPY 11 FLOORS IN NEW YORK ALONE!

HEY, WAIT FOR ME!



WHOOPS! LOWER YOUR LANDING FLAPS, JIMMY! WE'RE HOME!



JEEPERS--LOOK AT ALL THE PEOPLE! MUST BE A BARGAIN SALE!

IN A WAY, IT IS. THOSE ARE VISITORS TAKING THE FAMOUS NBC STUDIO TOUR.



ABOUT 500,000 PEOPLE TAKE THE NBC TOUR EVERY YEAR!

THAT'S ALMOST AS MANY PEOPLE AS LIVE IN NEW ORLEANS!



BRAKES, JIMMY! HERE WE ARE! NOW YOU'LL SEE HOW NBC PUTS ON A SHOW. EVERY PROGRAM HAS BEEN AUDITIONED BEFORE IT IS SCHEDULED FOR BROADCASTING.

PROGRAM DEPARTMENT



THE AUDITION WAS OKAY-- NOW LET'S GO AHEAD WITH PLANS FOR THE REST OF THE SERIES OF "FAMOUS FIRST FLIGHTS."

THAT'S THE PROGRAM PLANNING BOARD.



REMEMBER OUR AIM IN THIS AVIATION SERIES -- THE PROGRAMS MUST INFORM LISTENERS AS WELL AS ENTERTAIN.

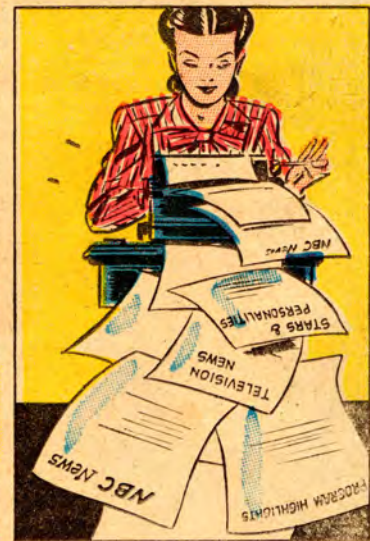
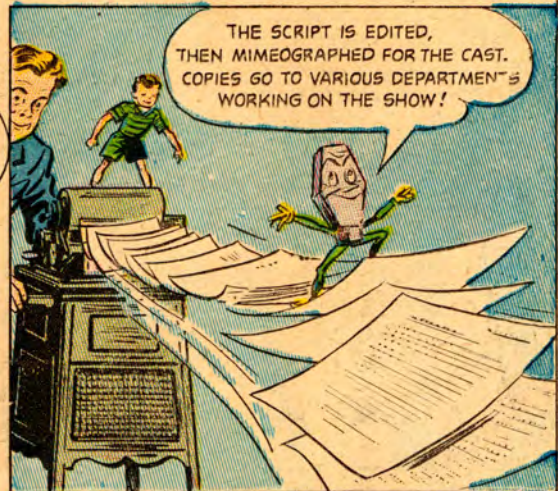


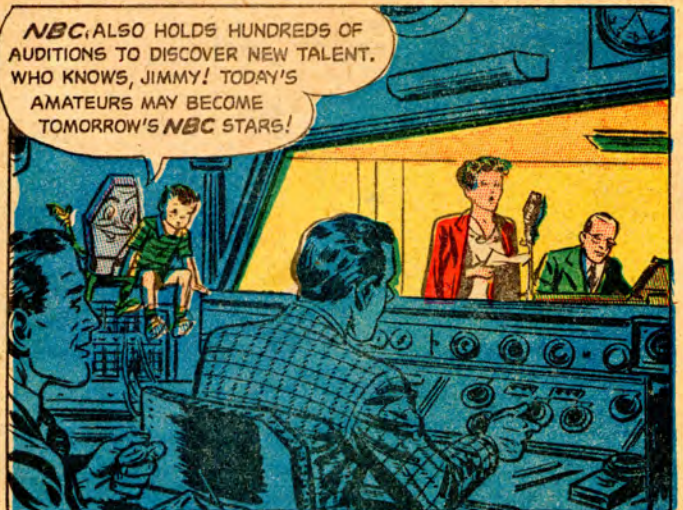
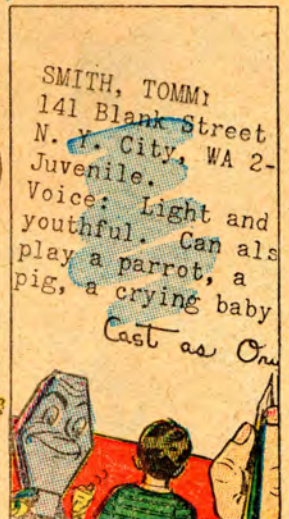
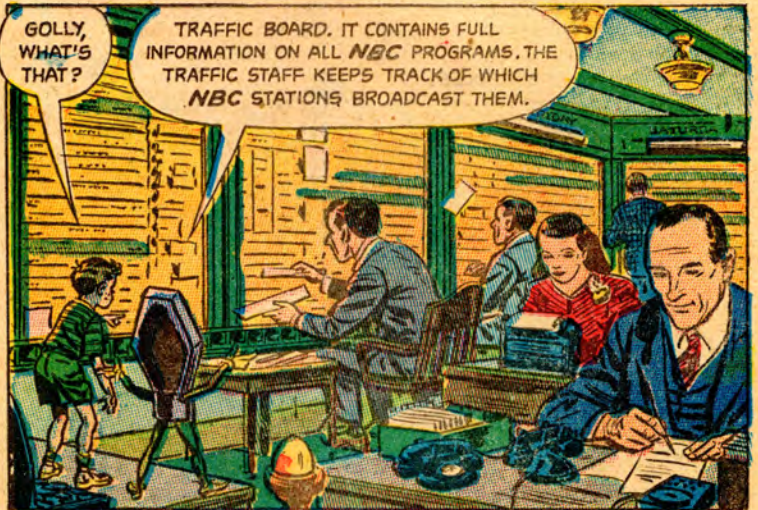
THE STORY OF AVIATION IS PACKED WITH INTERESTING SUBJECTS. AFTER THE WRIGHT BROTHERS DRAMA WE MIGHT DO LINDBERGH'S SOLO FLIGHT ACROSS THE ATLANTIC--THEN --

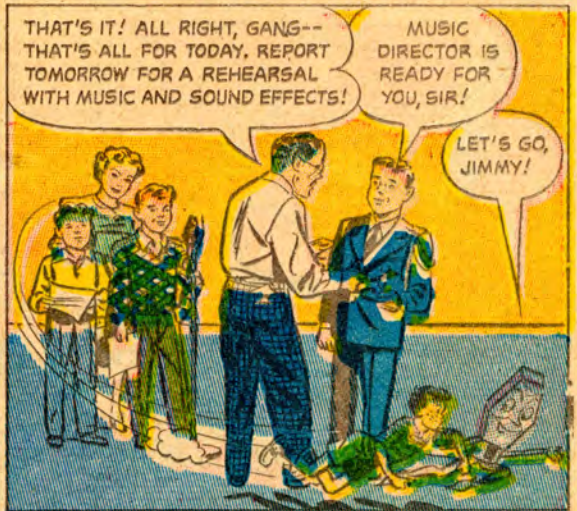
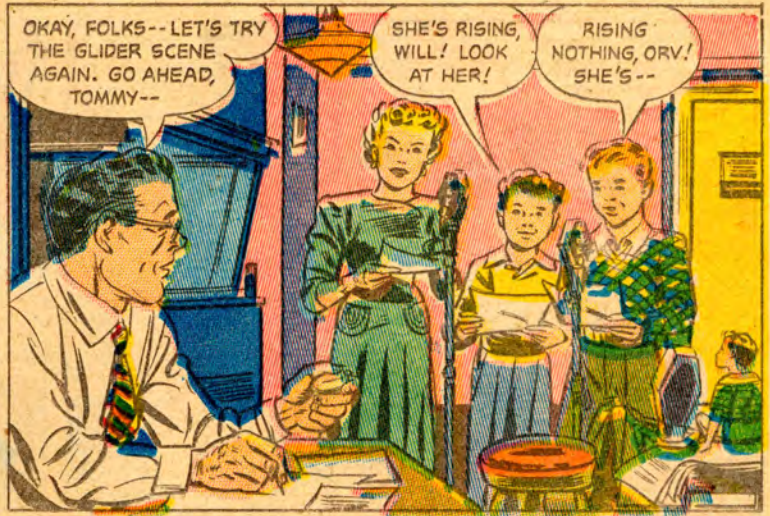
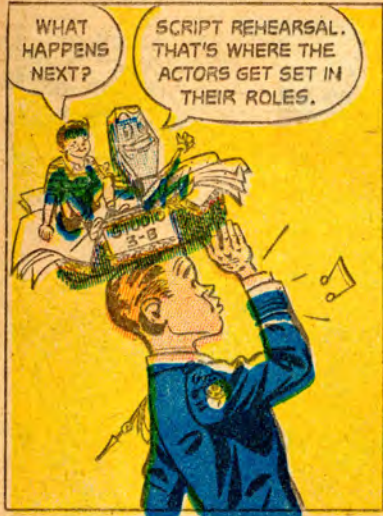


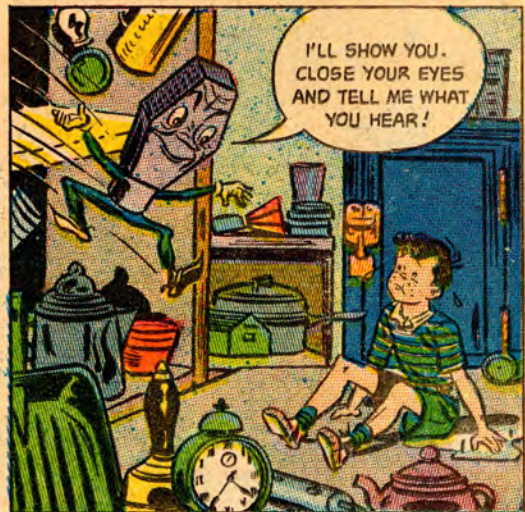
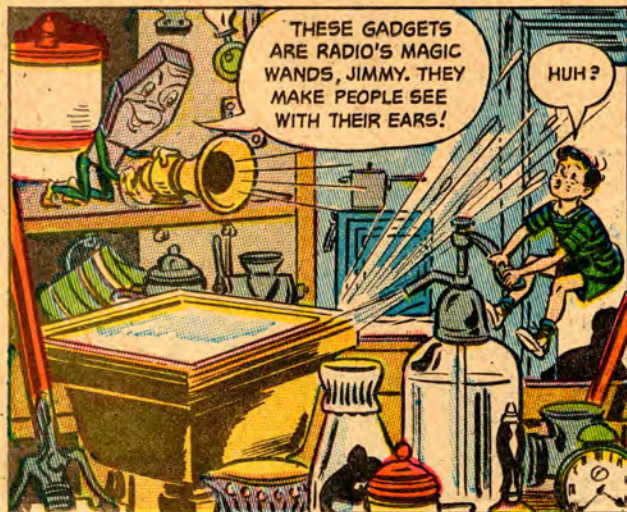
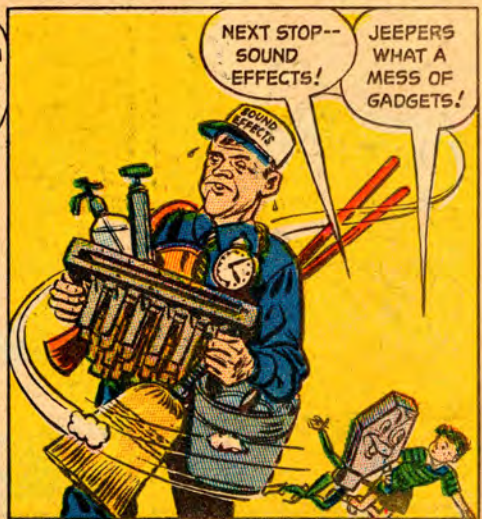
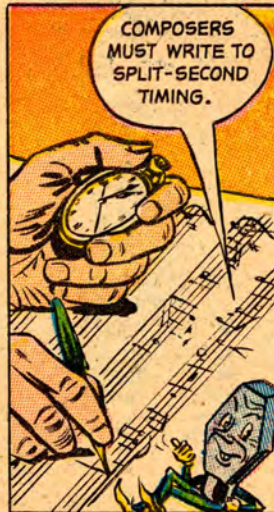
**Memo**

To Production Director  
 Next half-hour program  
 in "Famous First  
 Flights" series to be  
 entitled "The Wright  
 Brothers." Put into  
 production immediately

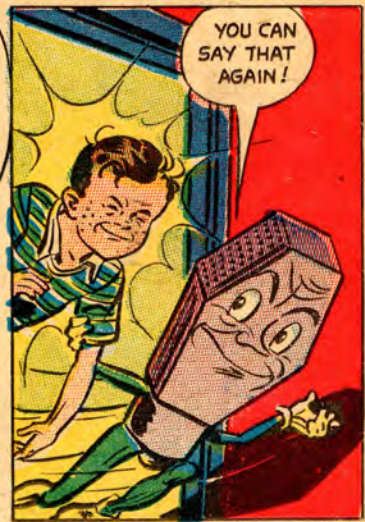
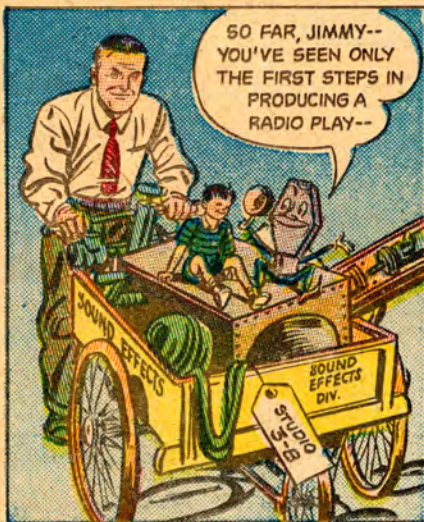
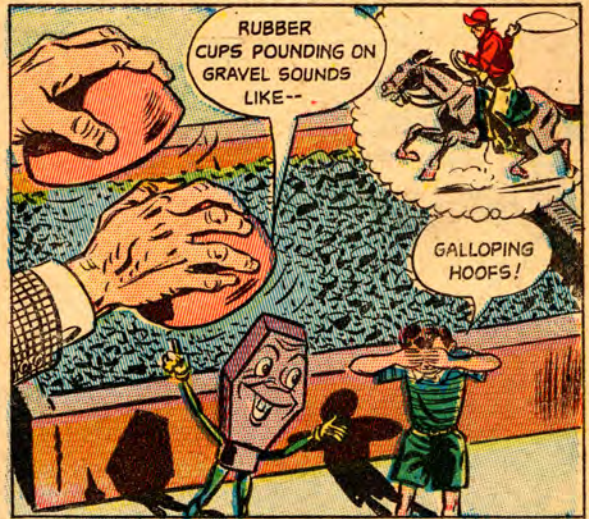
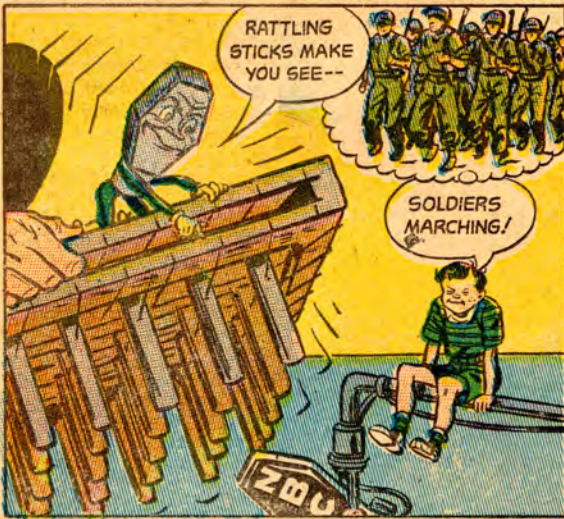














WIND'S PRETTY STRONG, WILL. THINK WE OUGHT TO RISK THE PLANE IN IT?

LET'S WAIT AWHILE, ORV. IT MAY DIE DOWN BEFORE LONG.

HOLD IT! JOE-- LET'S HAVE THAT WIND A LITTLE LOUDER. IT SOUNDS LIKE A BREEZE!

NOW THE WRIGHT BROTHERS ARE GROWN UP AND ABOUT READY TO MAKE THEIR FIRST FLIGHT.

RIGHTO!



WHEN A PROGRAM IS ON THE AIR, THE PRODUCTION DIRECTOR SIGNALS THE CAST FROM THE CONTROL ROOM... THAT MEANS "FINE AND DANDY!"



OH, BOY! LOOKS LIKE THE SHOW'S ALL SET TO GO!

WHOA, JIMMY! RADIO PROGRAMS MUST START AND STOP ON THE SECOND. SO-- A "DRESS REHEARSAL" IS HELD-- TO MAKE SURE THE SHOW ENDS EXACTLY ON TIME...



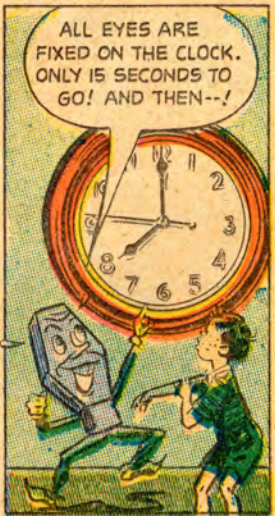
IT DOES! SMACK "ON THE NOSE!"



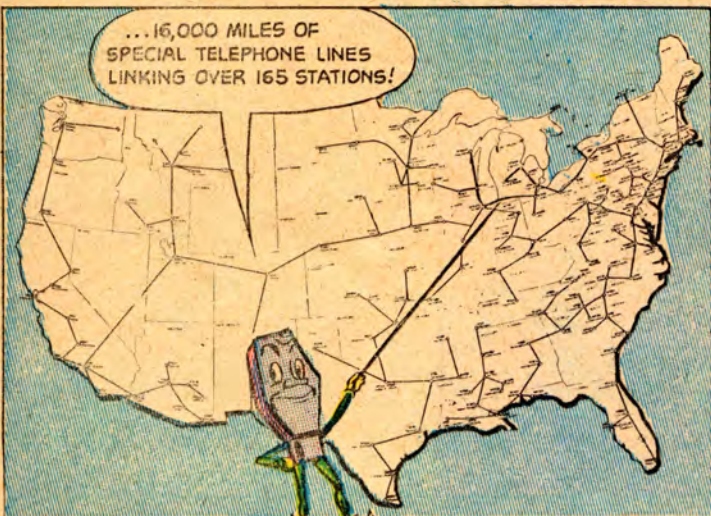
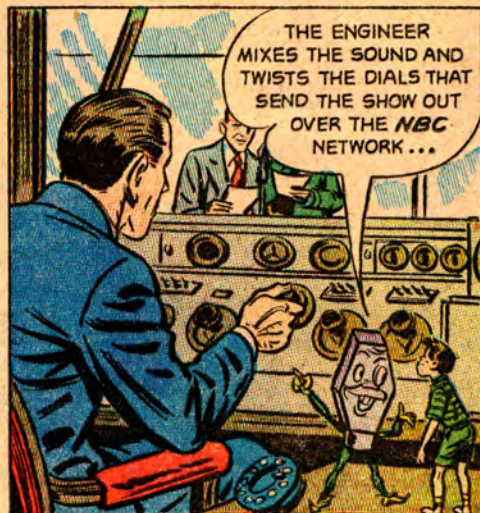
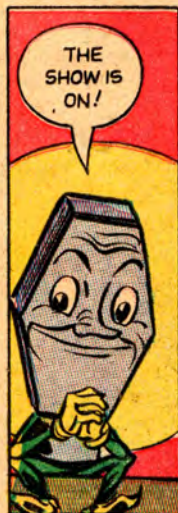
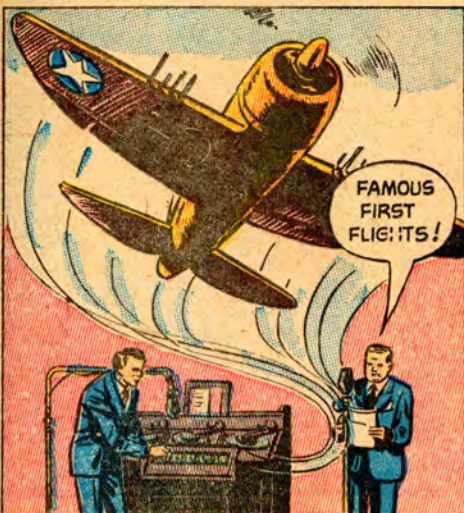
THIS IS TYPICAL OF WHAT GOES ON, NOT ONLY IN NEW YORK, BUT WHEREVER NBC HAS STUDIOS.

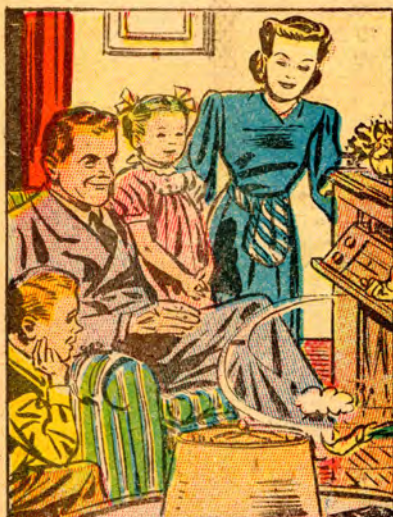


PLACES, EVERYBODY! STAND BY!

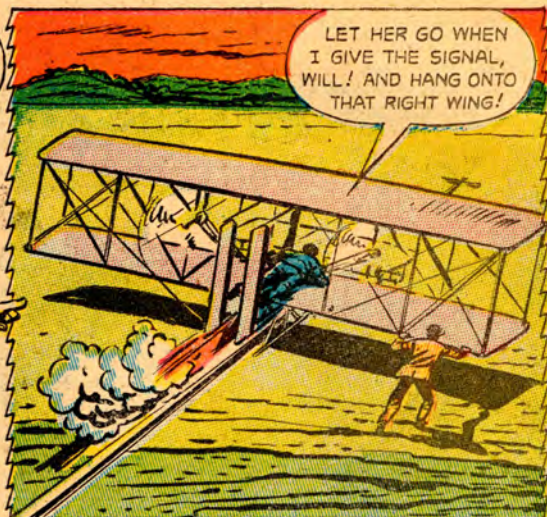


ALL EYES ARE FIXED ON THE CLOCK. ONLY 15 SECONDS TO GO! AND THEN--!





BUT SITTING BESIDE THEIR RADIOS, LISTENERS "SEE" THE STORY LIKE THIS--



LET HER GO WHEN I GIVE THE SIGNAL, WILL! AND HANG ONTO THAT RIGHT WING!



LOOK! IT'S LIFTING!

BY JEHOSEPHAT, HE'S DONE IT! THE DARN THING'S IN THE AIR!

KEEP FLYING, ORV! KEEP FLYING!



--AND IN MILLIONS OF HOMES ALL OVER AMERICA-- IN HOSPITALS WHERE "SHUT-INS" LIE--



--IN ISOLATED FARMHOUSES--



--AND IN LONELY LIGHTHOUSES--PEOPLE THRILL AT THE STORY OF THE AIRPLANE'S FIRST FLIGHT!



THAT'S IT, JIMMY! THAT'S HOW **NBC** PUTS ON A SHOW! STILL THINK IT'S A CINCH?

I SHOULD SAY NOT!



DRAMATIC SHOWS ARE ONLY PART OF **NBC'S** PROGRAMS. **NBC** ALSO BROADCASTS NEWS, SPORTS--

WHAT ARE WE WAITING FOR? LET'S GO!



THE DOOR TO **NBC'S** NEWSROOM IS NEVER CLOSED. **NBC NEWS** COMMENTATORS ARE ON THE JOB 24 HOURS A DAY, 365 DAYS A YEAR--



-- BRINGING YOU WORLD NEWS WHILE IT'S HOT!

**NO LOUD TALKING PLEASE**

WE INTERRUPT THIS PROGRAM TO BRING YOU AN IMPORTANT NEWS FLASH FROM LONDON!



**NBC NEWSMEN** ARE ON THE SPOT WHEREVER HISTORY IS BEING MADE!



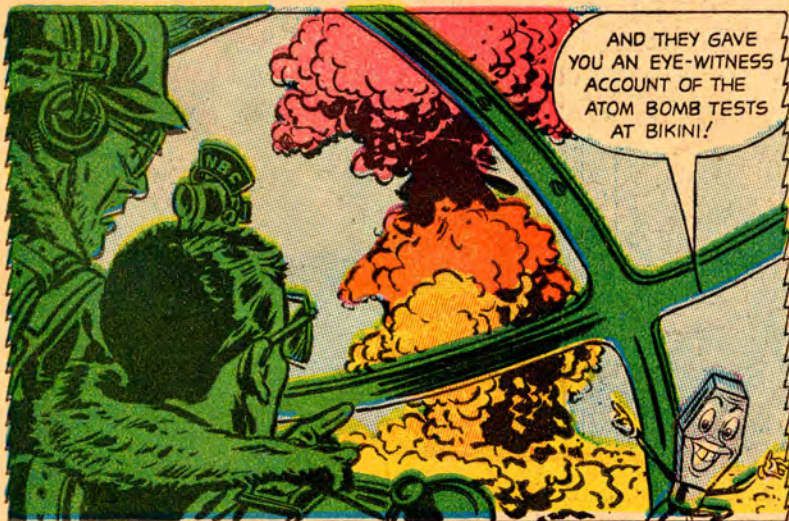
YOU HEARD THEM FROM URUGUAY-- DESCRIBING THE SINKING OF A GERMAN BATTLESHIP!

GIVE ME THE AIR--QUICK! THE GERMANS HAVE SCUTTLED THE **GRAF SPEE!**

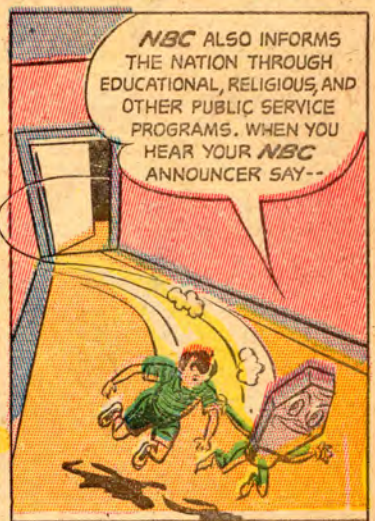


THEY TOLD YOU WHAT HAPPENED ON D-DAY-- WHEN THEY WENT INTO "HITLER'S EUROPE" WITH OUR INVASION TROOPS!

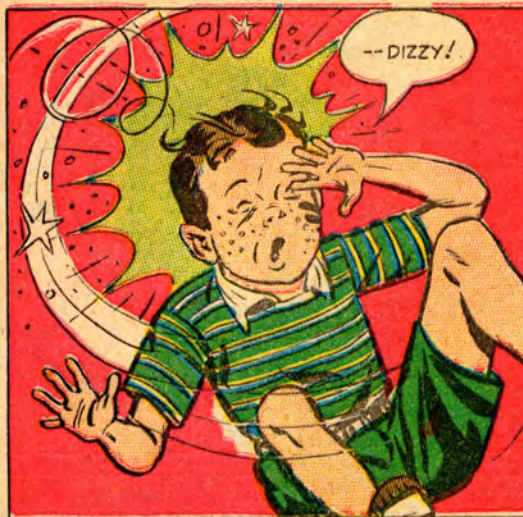
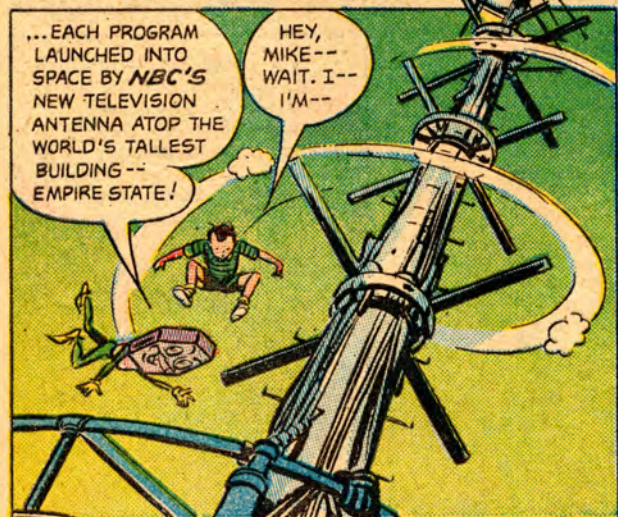
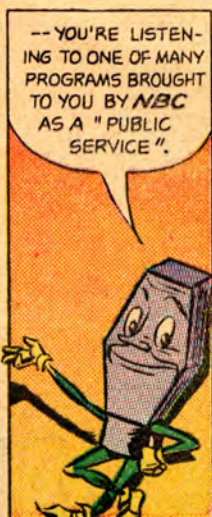
HIT THE BEACH AND TAKE COVER!

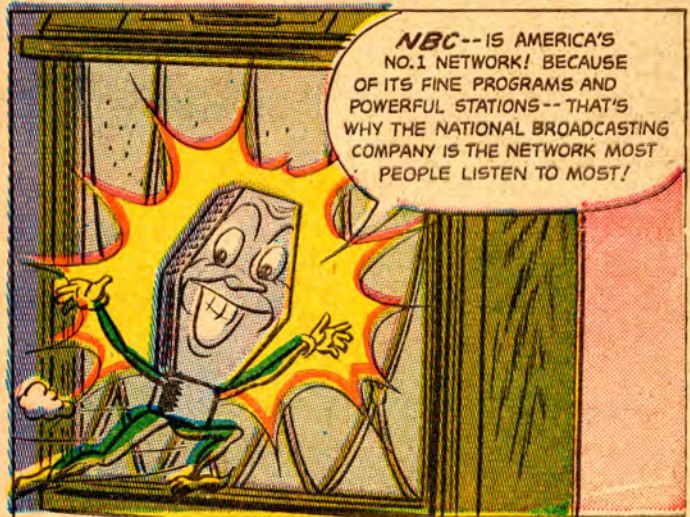
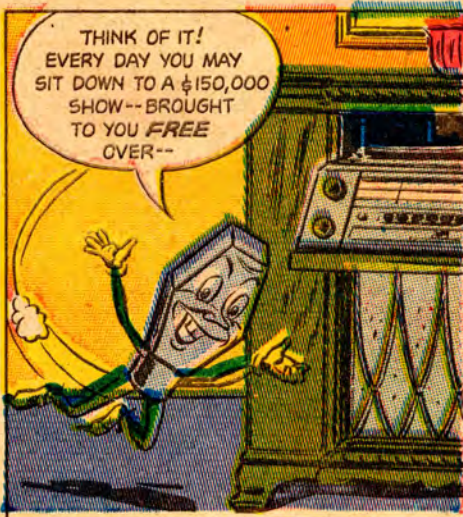
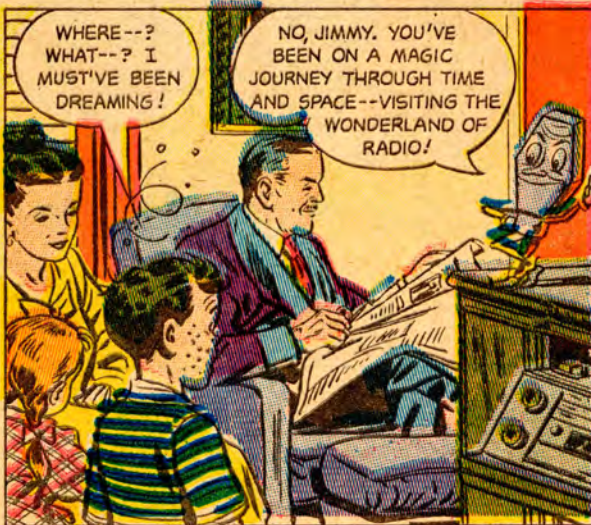
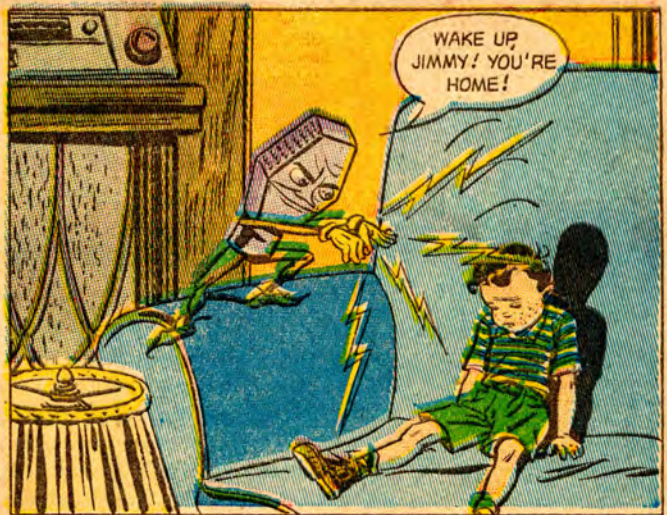


AND THEY GAVE YOU AN EYE-WITNESS ACCOUNT OF THE ATOM BOMB TESTS AT BIKINI!

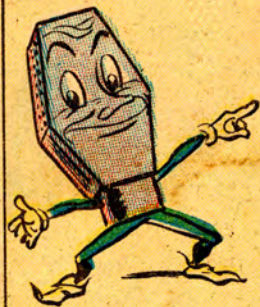


**NBC ALSO INFORMS** THE NATION THROUGH EDUCATIONAL, RELIGIOUS, AND OTHER PUBLIC SERVICE PROGRAMS. WHEN YOU HEAR YOUR **NBC** ANNOUNCER SAY--





# Do You Know?



These electric impulses are sent out by transmitters, picked up by radio sets and changed back into sound waves. The impulses produced by the microphone are extremely feeble—about three one-billionths of a watt. At NBC they are increased 166 billion times—then broadcast over NBC's network of stations to every part of this country. The NBC station to which you listen is your link with all the places Mike and Jimmy visited on their magic journey "On The Air". Your station brings you the programs you like to hear. Keep listening!

