Guest Program

Inaugural of Television Broadcasting

over the

COLUMBIA
BROADCASTING
SYSTEM

from the studios of

Stations

WABC and W2XAB

485 Madison Avenue, New York City

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Tuesday, July 21, 1931
10:15 to 11:00 P.M.
INAUGURAL OF TELEVISION BROADCASTING
OVER THE COLUMBIA BROADCASTING SYSTEM

10:15 to 11:00 P.M. Tuesday, July 21, 1931

Master of Ceremonies
TED HUSING

1. Official Opening of Columbia Television Station W2XAR
   MAYOR JAMES J. WALKER

2. Introduction of the Columbia Television Girl
   NATALIE TOWERS

3. “What to Expect of Television.”
   EDWIN K. COHAN
   Technical Director of the Columbia Broadcasting System

4. Songs
   KATE SMITH
   “When the Moon Comes Over the Missouri”
   “Molly Malone in the Moon”

5. Address
   DR. WALTER SCHAFFER
   Chief Engineer of the ReichsRundfunk-Gesellschaft
6. Comic Specialty
   HENRY BURBIS
   "Little Red Riding Hood"

7. Joint Song Recital
   BEN ALLEY, Tenor
   HELEN NUGENT, Contralto
   "Under Your Window Tonight"

8. Specialty Number
   THE BOSWELL SISTERS
   "Hoochie-Coochie Blues"

9. A Few Minutes with
   GEORGE GERSHWIN

10. Favorites of Musical Comedy
    HELEN GILLIGAN and MILTON WATSON
    "Dream a Little Dream of Me"
    "Now You're in My Arms"

Note: This program will be broadcast only for sight and sound. The visual program will be carried over W2XAB while the sound synchronization will be heard throughout the entire nation and in many parts of Europe through the facilities of WABC, W2XE and the Columbia Network.

Following tonight's inaugural of Television Station W2XAB, sight and sound programs will be broadcast every afternoon and night by this station with sound synchronization on W2XE, Columbia's New York short-wave station.
Guests will be conducted through the television rooms in small groups immediately at the conclusion of the inaugural program.