

*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*



*Tuesday, July 21, 1931*

*10:15 to 11:00 P.M.*

*Robert T. Kane*

**INAUGURAL OF TELEVISION BROADCASTING  
OVER THE COLUMBIA BROADCASTING SYSTEM**

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

*Master of Ceremonies*

TED HUSING



1. Official Opening of Columbia Television Station W2XAB  
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 Mountains"*  
*"Mating Faces or the Man in the Moon"*
  
5. Address  
DR. WALTER SCHAFFER  
*Chief Engineer of the Reichs-Rundfunk-Gesellschaft*

**6. Comic Specialty**

HENRY BURBIG  
*"Little Red Riding Hood"*

**7. Joint Song Recital**

BEN ALLEY, Tenor  
HELEN NUGENT, Contralto  
*"Under Your Window Tonight"*

**8. Specialty Number**

THE BOSWELL SISTERS  
*"Havin' Jubie 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"*

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*Note: This program will be broadcast both 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.