SEE?

LAST APRIL the Sports Editor of the *Boston Traveler* wrote: "the anguished disbelief of Arnold Palmer was one of the dramatic pictures in the televising of the Masters Golf Tournament . . . a great sports spectacle."

A sports writer on the *Boston Herald* called the broadcast "superbly handled." Across the country other critics and sports writers bubbled exuberantly over the way the CBS Television Network's cameras handled the coverage of the tournament, calling it "by far the best golf show ever shown . . . the finest ever screened . . . the most expert in commentary we have ever witnessed . . . no other medium can touch what television did here," etc., etc.

Well, this should be reason enough to stay home next Saturday between 5:30 and 6:30 pm and Sunday between 5 and 6:30 pm (both EDT) and watch the 41st Annual PGA Championship Tournament in Minneapolis, on the same Network and handled by the same skillful commentators and camera crews. Dow Finsterwald will be defending his title and Art Wall, Billy Casper and Arnold Palmer (among others) will be attacking it. We can safely predict that someone's face is bound to reveal that look of anguished disbelief. So, as the French say, *en garde!*

Being in the television business, we find anything of an optical or visual nature completely captivating. So when our eye recently fell on an article in the Winter issue of *The American Scholar* entitled "What Do Animals See?" we instantly started reading.

We read that a hawk flying over the Empire State Building can see a dime lying on the sidewalk on Fifth Avenue, whereas a bee practically has to be on top of a flower before it can see it. A flag doesn't have to be red to excite a bull; he's color blind, like the dog, the cat, the pig and the sheep. Indeed, Man is virtually alone among the mammals to enjoy the pleasure of color vision. A mouse can see from horizon to horizon. But an American citizen sitting in front of his television set in Seattle can see a rocket take off in Cape Canaveral, Florida, or Red Skelton take off in Television City, Hollywood.

CBS

WCBS-TV, channel 2 in New York

TELEVISION

Channel 2 ....WCBS-TV | Channel 7 .. WABC-TV
Channel 4 ...WRCA-TV | Channel 9 ...,WOR-TV
Channel 5 ...WNEW-TV | Channel 11 .....WPIX
Channel 13.....WNTA-TV

TUESDAY, JULY 28, 1959

7:30-8—Northwest Passage: Repeat, "Dead Reckoning," with Keith Larsen, others (Color)—(4).

7:30-8:30—Cheyenne: Repeat in Western series, "Brand of Courage," about a group of nuns trying to save their convent from unscrupulous cattlemen, with Ty Hardin—(7).

8-8:30—Mackenzie's Raiders: Repeat episode about a cattle thief. with Richard Carlson as Colonel Mackenzie—(2).

8-8:30—Steve Canyon: Repeat episode about a search for children who have taken a bomb from the disposal area. Adventure series, with Dean Fredericks—(4).

8:30-9—To Tell the Truth: Panel show, with Bud Collyer, host—(2).

8:30-9—Jimmie Rodgers Show: Singer Anita Bryant, The Hi Lo's, and Jack Lescoulie, guests (Color)—(4).

8:30-9—Wyatt Earp: Repeat, "The Underdog," about the romance of an artist and a rancher's daughter, with Hugh O'Brian—(7).

9-9:30—Peck's Bad Girl looks for a baby-sitting job in "The Breadwinner," family series with Patty McCormack—(2).

9-9:30—Fanfare: Re-run series, "The Break-Off," with Ralph Meeker as a test pilot who is given an important assignment at a time of personal tragedy—(4).

9-9:30—The Rifleman: Repeat, "Eight Hours to Die," about a father's attempts to revenge against the captors of his criminal son. With Chuck Connors, George Macready, others—(7).

9—Baseball: Chicago vs. Yankees—(11).

9-9:30—Bishop Fulton J. Sheen discusses "The Training of Children" (Repeat)—(13).

9:30-10—Spotlight Playhouse: Repeat. "Tunnel Eight." with Preston Foster as a construction engineer at the time of the Civil War—(2).

9:30-10—Bob Cummings Show: Repeat episode with Mamie Van Doren—(4).

9:30-10—Naked City: Repeat in crime series. "The Bird Guard." with John McIntire and James Franciscus as detectives—(7).

9:30-10:30—Harness Racing: From Yonkers—(9).

10-11—Andy Williams Show: Guests include Julie London: Cab Calloway; Jack Durant, comedian: Norma Douglas, pianist—(2).

10-10:30—David Niven Show: Repeat, "The Promise." with Eddie Albert—(4).

10:30-11—U. S. Border Patrol investigates an "Illicit Lottery," with Richard Webb—(7).

11:15-1—Jack Paar Show: Guests include Peggy Cass and Cliff Arquette—(4).

Feature Films

7:30-9—Million Dollar Movie: Repeat, "Four Daughters" (1938). A girl gives up the man she loves in order to please her family. With John Garfield, Claude Rains, Gale Page, Priscilla Lane (Repeated at 10:30 and through Sunday)—(9).

11:15—All Star Movie: Repeat, "Kiss of Death," underworld drama with Richard Widmark, Victor Mature, Brian Donlevy—(11).

(★DENOTES PROGRAMS DESCRIBED ABOVE; [C] DENOTES COLOR; [R] DENOTES REPEAT PERFORMANCE)

DAYTIME

7:00—(2) News and Weather Reports (to 8:15)
(4) Today
7:30—(7) Cartoons
8:00—(5) Sandy's Cartoons
(7) Little Rascals
8:15—(2) Captain Kangaroo
8:30—(5) Sandy Becker Show
(7) Beulah
9:00—(2) Topper (R)
(4) Hi Mom
(7) Film: You Can't Take It With You. Part II. (R)
9:30—(2) My Little Margie (R)
10:00—(2) On the Go
(4) Dough-Re-Mi
(5) Film: Torchy Plays With Dynamite (1939). with Jane Wyman (R)
(7) Joe Franklin
10:30—(2) Sam Levinson Show
(4) Treasure Hunt
(7) Star Playhouse (R)
11:00—(2) I Love Lucy (R)
(4) Price Is Right
(7) Time for Fun
11:15—(13) Gumby Little Theatre
11:30—(2) Top Dollar
(4) Concentration
(5) Romper Room
(7) I Married Joan (R)
(13) Jack Lalanne
12:00—(2) Love of Life
(4) Tic Tac Dough
(7) Across the Board
(13) Mister McGarrity
12:15—(13) Junior Town
12:30—(2) Search for Tomorrw
(4) It Could Be You
(5) Cartoon Playtime
(7) Pantomime Quiz
12:45—(2) The Guiding Light
1:00—(2) News Reports
(4) Dr. Joyce Brothers
(7) Music Bingo
(13) Gunslingers
1:05—(2) Our Miss Brooks
1:25—(4) News Commentary
1:30—(2) As the World Turns
(4) Film Play
(5) Film: Torchy Plays With Dynamite (R)
(7) Joe Franklin
(9) Film: Big Street (R)
2:00—(2) For Better or Worse
(4) Queen for a Day
(7) Day in Court
(13) Film: Stock Car (1956) (R)
2:30—(2) Art Linkletter Party
(4) Court of Human Relations
(7) Gale Storm (R)
3:00—(2) The Big Pay-Off
(4) Young Dr. Malone
(5) Paul Coates
(7) Beat The Clock
(9) Love Story
(11) Travel Film
3:30—(2) Verdict Is Yours
(4) From These Roots
(5) The Playhouse (R)
(7) Who Do You Trust?
(9) Film: My Life With Caroline (R)
(11) Film: White Corridors (1952), with Barry Jones (R)
(13) Richard Willis
4:00—(2) The Brighter Day
(4) Truth or Consequences (C)
(5) Douglas Fairbanks Theatre (R)
(7) American Bandstand
(13) Curtain Time (R)
4:15—(2) The Secret Storm
4:30—(2) Edge of Night
(4) County Fair
(5) Mr. District Attorney (R)
(13) Junior Town
5:00—(2) Life of Riley (R)
(4) Movie Four: My Marriage (1939). with Claire Trevor (R)
(5) Alan Freed
(9) Rockey Jones. Space Ranger
(11) Abbott and Costello (R)
5:30—(2) Early Show: Return of October (1948), with Glenn Ford (R)
(7) Walt Disney's Adventure Time
(9) Film: Seven Were Saved
(11) Three Stooges
(13) Three Musketeers (R)

EVENING

6:00—(5) Nuts and Bugs. Comedy
(7) Little Rascals
(11) Popeye the Sailor
(13) Ask the Camera
6:30—(4) News Reports
(5) Sandy Becker Presents
(7) Yesterday's Newsreels
(11) Woody Woodpecker (R)
(13) Mike Wallace Newsbeat
6:40—(4) Weather Report
6:45—(4) News and Comments
(7) News Reports
7:00—(2) News and Weather
(4) If You Had a Million (R)
(5) Treasure
(7) Union Pacific (R)
(9) Terrytoon Circus
(11) News and Weather
(13) Cartoons
7:15—(2) News Reports
7:30—(2) George Burns, Gracie Allen (R)
★(4) Northwest Passage (C) (R)
(5) Waterfront (R)
★(7) Cheyenne (R)
★(9) Million Dollar Movie
(11) Amos 'n' Andy
(13) Dan Duryea's Casebook
8:00★(2) Mackenzie's Raiders (R)
★(4) Steve Canyon (R)
(5) Sherlock Holmes (R)
(11) Travel Film
(13) Juke Box Jury
8:30★(2) To Tell the Truth
★(4) Jimmie Rodgers (C)
(5) City Assignment (R)
★(7) Wyatt Earp (R)
(11) Time Out for Sports
8:45—(11) Bill Stern
9:00★(2) Peck's Bad Girl
★(4) Fanfare (R)
(5) Wrestling
(7) The Rifleman (R)
(9) New Adventures of Martin Kane
★(11) Baseball
★(13) Bishop Sheen (R)
9:30★(2) Spotlight Playhouse (R)
★(4) Bob Cummings (R)
★(7) The Naked City (R)
★(9) Harness Racing
(13) Cross-Roads (R)
10:00★(2) Andy Williams Show
★(4) David Niven Show (R)
(7) Play: The Devil's Laughter. With Alfred Ryder (R)
(13) Mike Wallace Interviews
10:30—(4) Mike Hammer (R)
★(7) U. S. Border Patrol
(9) Million Dollar Movie
(13) Barry Gray Show
11:00—(2) News; Weather; Sports
(4) News; Sports; Weather
(5) Film: Sherlock Holmes in Washington (1943). Basil Rathbone
(7) News and Weather
(11) News Reports
(13) Dance Party
11:15—(2) Late Show: On an Island With You (1948). Esther Williams (R)
★(4) Jack Paar Show
(7) Night Show: Johnny O'Clock (1947). Dick Powell (R)
★(11) All-Star Movie (R)
12:00—(2) Film: Crime Doctor's Gamble (1947). With Warner Baxter (R)
(13) Film: North of the Border (R)
1:15—(2) Late Late Show: Mark of the Vampire (1935). With Lionel Barrymore (R)

RADIO

AM-FM					
WABC	770;	95.5	WNTA	970;	94.7
WCBS	880;	101.1	WNYC	830;	93.9
WEVD	1330;	97.9	WOR	710;	98.7
WHLI	1100;	98.3	WPAT	930;	93.1
WNEW	1130;	102.7	WRCA	660;	97.1
WQXR 1560; 96.3					

AM ONLY			
WBNX	1380	WMGM	1050
WHOM	1480	WNJR	1430
WINS	1010	WOV	1280
WLIB	1190	WPOW	1330
WMCA	570	WVNJ	620
WWRL 1600			

FM ONLY			
WBAI	99.5	WKCR	89.9
WBFM	101.9	WNCN	104.3
WFUV	90.7	WNYE	91.5
WHOM-FM	92.3	WRFM	105.1

7-8:30—Masterwork Hour: Bach Memorial Program: Brandenburg Concerto No. 1; Clavier Concerto No. 4 in A major; Suite No. 1 in C major: Cantata No. 82, "Ich Habe Genug"—(WNYC).

7:30-8—Chamber Music Artists: Mozart's Violin and Piano Sonata in B flat, K. 378, played by Harry Glickman, violinist, and Jascha Zayde. pianist (Stereophonic)—(WQXR).

8:05-9—Symphony Hall: Bernstein's "Jeremiah" Symphony; Field's Piano Concerto No. 1 in E flat; Egk's Overture to "The Magic Violin"—(WQXR).

8:30-10:55—Evenings - By - The - River Concert: Schumann's Symphony No. 1 in B flat major; Handel's "Royal Fireworks" Suite; Mendelssohn's Concerto for Violin and Orchestra in E minor, Op. 64. From the East River Amphitheatre with the L.E.N.A. Orchestra conducted by Arnold Gamson; Helen Kwalwasser, violinist—(WNYC).

8:55—Baseball: Chicago vs. Yankees—(WMGM).

9-12—Symphony Concert: Mendelssohn's Symphony No. 4 in A; Wagner's Prelude to "Parsifal"; Mozart's Symphony No. 40 in G minor; Prokofieff's Quartet No. 2; others—(WFUV-FM).

9-10—Evening Concert: Schubert's Symphony No. 6; Respighi's "Botticellian Tryptich"—(WBAI-FM).

9-9:30—Theatre Studio: Stephen Vincent Benet's "The Devil and Daniel Webster" presented by the Theatre Studio of New York (Rebroadcast)—(WEVD).

9:30-10:30—Opera Studio: Excerpts from Verdi's "Rigoletto" and "Otello," and Donizetti's "L'Elisir d'Amore"—(WEVD).

10-11—Classics by Request: Grieg's Piano Concerto in A minor. Op. 16; Wagner's Prelude and Liebestod to "Tristan und Isolde"—(WRFM).

10:05-11—The Showcase: Prelude to Act. 1 of Verdi's "La Traviata" and Beethoven's Symphony No. 8 in F played by the Boston Symphony Orchestra, Charles Munch conducting—(WQXR).

11-12—Without Drums or Trumpets: Beethoven's 'Cello and Piano Sonata No. 3; Britten's Serenade, Op. 21—(WBAI-FM).

11:05-1—Barry Gray interviews Carmine De Sapio, Howard Keel, and motion picture producer Robert Einfield—(WMCA).

11:10-12—Symphonic Highlights: Grieg's "Peer Gynt" Suite: Antheil's "Serenade for Strings"—(WQXR).

11:15—Baseball: San Francisco vs. Philadelphia, reconstruction—(WINS).

12:05-1—Midnight With Music: Weber's Piano Sonata No. 1 in C—(WQXR).

1—Music 'Til Dawn: Bruch's Violin Concerto No. 1 in G minor. 2—Mozart's Symphony No. 18 in F major—(WCBS).

(★DENOTES PROGRAMS DESCRIBED ABOVE)

DAYTIME

6:00—WRCA: News: Bill Cullen
WOR: News Reports
WABC: Al Lohman
WCBS: Jack Sterling
WNYC: Sunrise Symhony
WQXR: Bright and Early
6:15—WOR: John Gambling
6:25—WABC: News Reports
6:30—WRCA: World News
WOR: Sports Stories
WABC: Al Lohman
WCBS: News: Jack Sterling
WQXR: N. Y. Times News
6:35—WOR: John Gambling
WQXR: Bright and Early
6:45—WRCA: Bill Cullen
6:55—WABC, WNYC: News
7:00—WRCA: News; Bill Cullen
WOR: News: John Gambling
WCBS: News: Jack Sterling
WNYC: Around New York
WQXR: N. Y. Times News
7:05—WQXR: Bright and Early
7:15—WABC: News Reports
7:30—WRCA: World News
WABC: Al Lohman
WQXR: N. Y. Times News
7:35—WQXR: Business Picture
7:40—WQXR: Bright and Early
7:45—WRCA: Bill Cullen
WCBS: News Reports
WNYC: Weather, News
8:00—WRCA, WOR: News
WABC: News; Al Lohman
WCBS: World News
WNYC: Around New York
WQXR: N. Y. Times News
8:07—WQXR: Breakfast Music
8:15—WRCA: Bill Cullen
WOR: Dorothy and Dick
WCBS: Jack Sterling
8:40—WNYC: Food Talks: News
8:55—WABC: News Reports
9:00—WRCA: News; Bill Cullen
WOR: News; Galen Drake
WABC: Breakfast Club
WCBS: News Reports
WNYC: Masterwork Hour
WQXR: N. Y. Times News
9:05—WCBS: Robert Q. Lewis
WQXR: Music to Remember
10:00—WRCA: News: True Story
WOR: News Reports
WABC: Peter Lind Hayes and Mary Healy
WCBS: News: Martha Wright
WQXR: N. Y. Times News
10:05—WQXR Music to Remember
10:10—WABC: Martin Block
10:15—WOR: Martha Deane
10:30—WNYC: You and Health
10:45—WNYC: News Reports
11:00—WRCA, WOR, WCBS: News Reports
WNYC: Spoken Words: Peter Gravina Reads Story by Ilse Aichinger
WQXR: N. Y. Times News
11:05—WRCA: Radio Theatre. with Lee Bowman
WCBS: House Party
WQXR: Morning Music
11:15—WOR: McCanns at Home
11:30—WCBS: Galen Drake
11:45—WQXR: Luncheon Concert
11:55—WABC, WNYC: News
12:00—WRCA, WOR, WCBS: News Reports
WABC: Fred Robbins (to 4 P. M.)
WNYC: Midday Symphony
WQXR: N. Y. Times News
12:05—WRCA: Network Time—Variety
12:07—WQXR—Luncheon Concert
12:15—WOR: The Fitzgeralds
WCBS: Lanny Ross
12:30—WCBS: Helen Trent
12:45—WCBS: Couple Next Door
1:00—WOR: News Reports
WCBS: News; Whispering Streets—Drama
WNYC: Famous Artists
WQXR: N. Y. Times News
1:05—WQXR: Midday Symphony
1:15—WOR: Carlton Fredericks
WCBS: Ma Perkins
1:30—WCBS: Dr. Malone
WNYC: French Press
1:45—WCBS: Mrs. Burton
WNYC: Weather; Missing Persons Alarms: News
2:00—WRCA: News
WOR: News Reports
WCBS: News Reports
WNYC: Chamber Music
WQXR: N. Y. Times News
2:05—WRCA: Ed Herlihy Show
WCBS: Right to Happiness
WQXR: Stage Music
2:15—WOR: Galen Drake
WCBS: Just Entertainment
2:30—WCBS: Alan Gray
WNYC: Lee Graham
WQXR: Alma Oettinger
3:00—WOR: News Reports
WCBS: News: Freeman and Hayes
WNYC: Adventures In Music
WQXR: N. Y. Times News
3:05—WRCA: Bob Haymes Show
WQXR: Symphony
3:15—WOR: Martha Rountree's Capitol Close Up
3:30—WNYC: N. Y. and American Stock Exchange Closing Prices; News
3:55—WABC: News Reports
4:00—WRCA, WOR: News
WABC: Martin Block
WNYC: Critics' Choice
WQXR: N. Y. Times News
4:05—WRCA: Wayne Howell
WQXR: Jacques Fray
4:15—WOR: Radio New York
5:00—WRCA, WOR: News
WNYC: Theatre Music
5:05—WRCA: Jim Lowe Show
WQXR: Cocktail Music
5:15—WOR: Radio New York
5:45—WNYC: News Reports
5:55—WABC: Sports News

EVENING

6:00—WRCA: News. Ken Banghart
WOR: Lyle Van, News
WABC: Martin Block
WCBS: Westbrook Van Voorhis
WNYC: Campus Music
WQXR: N. Y. Times News
6:05—WQXR: Dinner Concert
6:15—WRCA: Jimmy Powers
WOR: John Wingate
WCBS: Bob Cooke. Sports
WQXR: Financial News
6:25—WRCA: Financial News
WABC: News Reports
WCBS: Weather
6:30—WRCA: News: It's Up To You—News Program
WOR: News Reports
WABC: Don Goddard
WCBS: Bill Leonard
WNYC: Panel Discussion: Educating the Academically Talented Child
WQXR: Dinner Concert
6:40—WABC: News Reports
WCBS: Financial News
6:45—WRCA: News Reports
WOR: Stan Lomax. Sports
WABC: Let's Travel
WCBS: Lowell Thomas
WNYC: Weather. News
6:55—WCBS: Sports News
7:00—WRCA: News; Guy Lombardo Show
WOR: Fulton Lewis Jr.
WABC: Edward P. Morgan
WCBS: News Reports
★WNYC: Masterwork Hour
WQXR: N. Y. Times News
7:05—WCBS: Amos 'n' Andy
WQXR: To France With Music—Jacques Fray
7:15—WOR: Business News
WABC: Sidney Walton
7:20—WOR: John Wingate
7:27—WQXR: Weather Report
7:30—WRCA: Morgan Beatty. World News
WOR: Gabriel Heatter
WABC: Alan Freed
WCBS: Stuart Novins, News Analysis
★WQXR: Chamber Music Artists (Stereophonic)
7:35—WOR: Sports Stories
WCBS: Andy Griffith
7:40—WCBS: Burns and Allen
7:45—WOR: Carlton Fredericks
WCBS: Bob and Ray
8:00—WRCA, WOR: News
WCBS: World Tonight
WQXR: N. Y. Times News
8:05—WRCA: Monitor—Interviews with Sir John Gielgud, Jimmy Durante, Elvis Presley
WOR: The World Today
★WQXR: Symphony Hall
8:15—WCBS: Three Guesses—Musical Quiz
8:30—WRCA: News: Stardust; Decorating Talk
WOR: Sports News
★WNYC: Evenings by the River Concert
8:35—WOR: Studio X Music
8:45—WRCA: Monitor
9:00—WQXR: N. Y. Times News
9:05—WQXR: Stereo Previews
9:55—WABC, WNYC: News
10:00—WRCA, WOR: News
WABC: John Vandercook
WCBS: News Reports
WQXR: N. Y. Times News
10:05—WRCA: Bob Haymes
WABC: Alan Freed
WCBS: Dance Music
★WQXR: The Showcase
10:15—WOR: Studio X Music
10:45—WRCA: Fisher Body Awards
10:55—WABC: News Reports
WNYC: News (FM Only After 11)
11:00—WRCA: News, Bob Wilson
WOR: Lyle Van
WABC: News Reports
WCBS: Westbrook Van Voorhis
WQXR: N. Y. Times News
11:10★WQXR: Symphonic Highlights
11:15—WRCA: Celebrity Table
WOR: Studio X Music
WABC: Faith In Action
WCBS: Starlight Salute
11:30—WABC: Religious Talk
★WCBS: Music 'Til Dawn
12.00—WRCA: News: All-night Show with Bill Neal
WOR: Long John Show
WABC: Happiness Exchange
WQXR: N. Y. Times News
12:05★WQXR: Midnight With Music
3:00—WABC: Music In the Night

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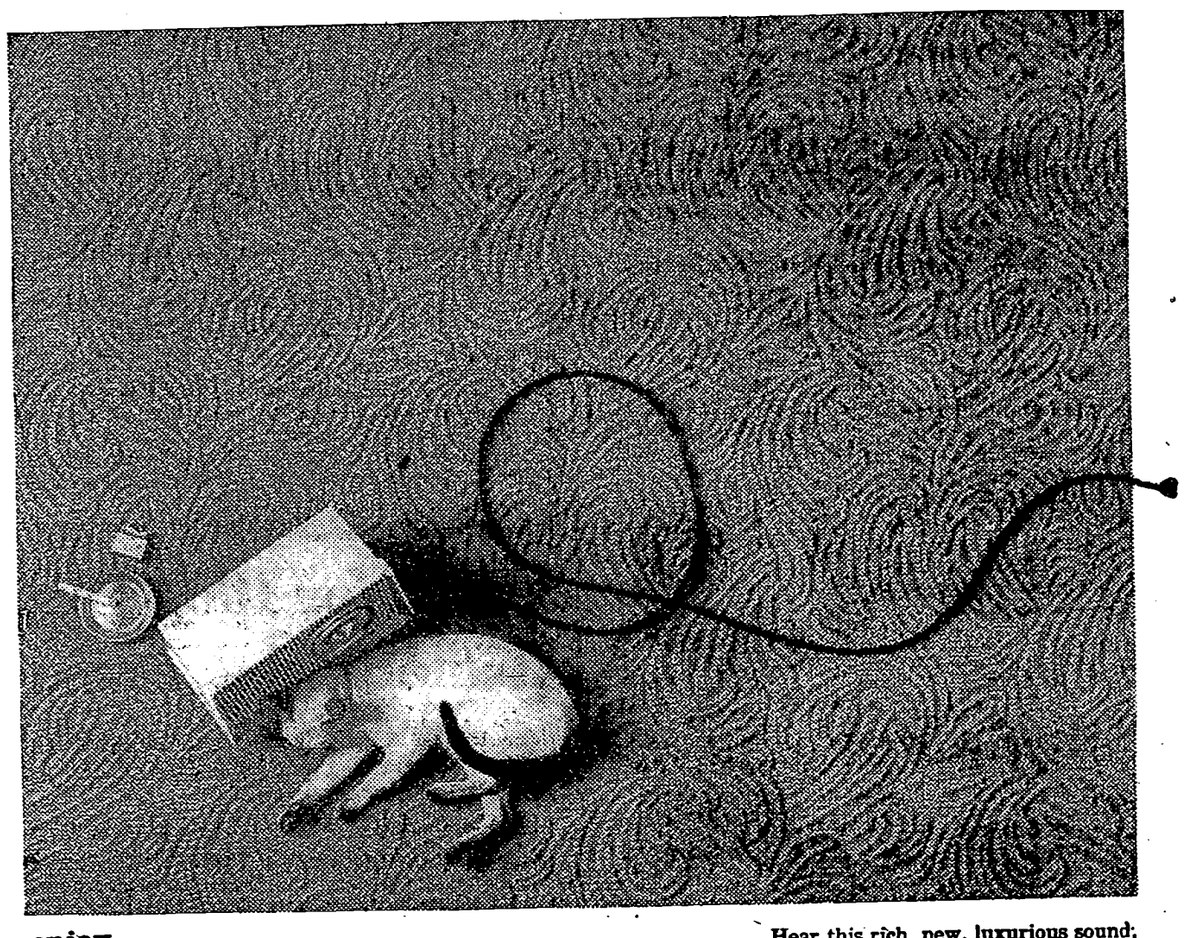

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TONIGHT'S TELEVISION HIGHLIGHT

The Rifleman. A revenge-crazed old judge threatens to kill young Mark after Lucas McCain captures his criminal son!

9:00 P. M. ABC CHANNEL 7

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