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## IN REVIEW CONTINUED

12:30 in the early afternoon, who's looking for *Information Please*?

*Produced by Shamrock Productions Inc.; executive producer: Carl Jampel; director: Alex Leftwich; writer: Elroy Schwartz; hostess: Dotty Mack.*

### The Liberace Show

Forty million grandmothers can't be wrong. They wanted Lee back, and they have him, every day for 30 shining minutes (1-1:30 p.m. EDT). Gone are the gold-lamé suits and brother George, but the candelabra and the incandescent smile remain.

The accent's informal on *The Liberace Show*. The maestro plays and sings a few popular songs, chats with his two supporting singers, Dick Roman and Marilyn Lovell (both fresh and tuneful) and then strolls through the audience, asking to be asked personal questions.

It may have been a stroke of genius by ABC-TV to make Liberace part of its "Operation Daybreak." Carnegie Hall frequenters and *New Yorker* critics won't be bothered, and all the ladies everywhere can let themselves go without fear of being ridiculed.

*Produced by Don Fedderson Productions; executive producer: Fred Henry; producer: Gil Rodin; director: Joe Landis; musical director: Gordon Robinson; writers: Tom Waldman, Sol Stein.*

### Chance for Romance

Former tv newscaster John Cameron Swayze was reportedly chosen to emcee this "lonely hearts club of the air" (2-2:30 p.m. EDT) to add a note of dignity to the proceedings. He makes a valiant effort to carry off the assignment and comes close to succeeding with his subdued approach.

Housewife viewers, long nourished on soap operas, should be ready for the real-life emotional cloudbursts flooding the screen here. Network officials can look forward to an avalanche of mail from would-be contestants, who while not necessarily searching for romance will at least be attracted by the prospect of a few nights "on the town" at tv's expense.

*Produced by Irving Mansfield and Peter Arnell Productions; assistant producer: Murray Burnett; director: Clay Yurdin; associate producer: Jack Sullivan; musical director: Henry Sylvern; production supervisor: Allan Wallace.*

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*Production costs for each of foregoing: Approximately \$3,000 per quarter-hour. All sponsored on participating basis on ABC-TV.*

### JOHNNY BELINDA

Though the play is the thing, it sometimes breeds a serious challenge to live tv producers. For the vehicle that gains success in other forms of entertainment naturally faces a severe comparison when subsequently presented on such as television. "Johnny Belinda" on *Hallmark Hall of*

*Fame* was confronted with this situation.

But fortunately, in this instance Julie Harris and cast were the thing. Miss Harris played the deaf mute to near perfection and, flanked by Christopher Plummer and veteran Victor Jory, she had little chance of failure. Tiny flaws in the staging were completely erased by the overall excellence of production. The more sordid aspects of the story were handled with commendable artistry. "Johnny Belinda" contains a strong message and tv carried it well.

*Production costs: Approximately \$250,000. Sponsored by Hallmark Cards through Foote, Cone & Belding on NBC-TV in color and black-and-white, Oct. 13, 9:30-11 p.m.*

*Producer-director: George Schaefer; associate producer: Robert Hartung; executive producer: Mildred Freed Alberg; adapted by Theodore Apstein from play by Elmer Harris; musical director: Bernard Green.*

*Stars: Julie Harris, Christopher Plummer, Victor Jory, Rip Torn, Betty Lou Holland.*

## WESTINGHOUSE TV

Westinghouse Electric Corp. is to be twice congratulated on its network television efforts this fall for (1) its sponsorship of the *Lucille Ball-Desi Arnaz* specials and the *Westinghouse Desilu Playhouse* and (2) the imaginative (and effective) *Fiesta of Values* advertising approach used on the programs. The initial *Lucy-Desi* special, subtitled "Lucy Goes to Mexico," on CBS-TV Oct. 6 was a sometimes hilarious hour of entertainment, centering around Lucy's escapades as a matador. The old time *Lucy* standbys were on hand, plus guest star Maurice Chevalier, who was *tres* charming in a production number.

And for a programming change of pace the following week (Oct. 13), Westinghouse offered "Bernadette," a tastefully produced interpretation of the 14-year-old saint's story on its CBS-TV *Playhouse*. Pier Angeli performed the title role with sensitivity and skill, abetted by an able cast.

Commercials for both shows were tied into the nationwide "Fiesta of Values" promotion that Westinghouse now is conducting. Skillfully integrated were live commercials by Betty Furness and John Cameron Swayze, plus filmed commercials, some of which featured members of the Desilu family of personalities. The fiesta setting created an aura of excitement. The agency responsible is McCann-Erickson, New York.

*Production costs: Approximately \$80,000 for each show.*

*Westinghouse Lucille Ball-Desi Arnaz Show (special)—producer: Bert Granet; director: Jerry Thorpe; executive producer: Desi Arnaz; writers: Bob Weiskopf, Bob Schiller; Everett Freeman.*

*Cast: Lucille Ball, Desi Arnaz, William Frawley, Richard Keith, Maurice Chevalier.*

*Westinghouse Desilu Playhouse (started Oct. 13)—Producer: Quinn Martin; di-*

BROADCASTING