

Cover Story . . .

'Flame' Proves Strong ABC Afternoon Show

Flame In the Wind producer Joseph Hardy — whose creative efforts helped to move "Love of Life" into one of the top-ranking daytime serials — has definite ideas on how to make "Flame" a strong entry in ABC-TV's lineup of afternoon entertainment.

"With most new serials," says Hardy, "it takes months to build up audience awareness. The story usually doesn't begin unfolding until long after each of the characters has been introduced."

"I deliberately shortened this traditional build-up period with new serials by concentrating on themes that move quickly from event to event."

"Also, it seems more realistic to me that characters be introduced to the audience in the same way people in life meet one another — slowly . . ."

"But the success of any serial or any television production, for that matter, rests in the hands of the actors or actresses."

"Here, again, when I began to audition, I knew I wanted one of the strongest casts ever assembled for a daytime show in terms of acting experience . . . names and-or faces that would be familiar to our television audience."

"AND I'VE got 'em. Maggie Hayes, Lenka Peterson, Kathleen Maguire, Jacqueline Brookes, Roy Poole, Walter Coy, Richard Thomas, Frances Fuller, Morgan Sterne, PLUS a number of new and refreshing actors ideally suited to their roles — Gordon Gray, Barbara Rodell and Margaret Ladd."

Flame In the Wind is the story of a young widow, who, returning to her husband's boyhood home, finds that the town and its inhabitants reflect alarming frailties and distorted values.

Partly in devotion to the ideals of her husband and partly in her attempt at self-fulfillment, she writes a novel exposing the town for what it has become.

Her townsmen, family, and friends, fearing its revelations, bring pressures to play on her in their attempt to prevent publication of the book.

Kathleen Maguire, who plays the novelist, Kate Austen, sees the character as hard-hitting but nonetheless a "conservative gal."

"When I first began the role," she says, "I thought viewers might find Kate Austen rather dull. But that notion proved incorrect. Kate gets gossiped about a-plenty. In fact, in the first week of the show I was accused of being a 'scarlet' woman and was kissed by an unhappily married man."

KATHLEEN admits she's

curious to learn far in advance of airing what sort of tribulations are in store for her. But the directors and writers treat future story lines line top security information.

"They deliberately keep me in the dark. When I ask questions, they just look at me mysteriously. Apparently they want me to approximate life as it is, appear to be living it in the here-and-now, totally oblivious of what's coming."

"I like the woman I play. I find Kate to be a woman with a strong character. She is a person who has definite opinions and human feelings as opposed to most serial heroines, who are usually resigned to their everlasting miseries."

"THAT'S where I come in," interrupts Maggie Hayes, who plays Roxanne Reynolds.

"The story calls for me to play a wife unloved by her husband and dominated by her father."

"My father, by the way, holds the string that moves all of us in the story — he's the fabulously wealthy owner of the publishing company from which we in the town receive our living."

"I truly love my part in the show. For the past few years, I've taken time out of my career to raise a family and am delighted to return to work in a show like 'Flame.'"

"It's the first serial I've appeared in, and it gives me a chance to put into practice a philosophy I've long professed — an actor's work is acting."



Sunday Guest

Lesley Ann Warren, who recently played the title role in the television production of "Cinderella," is a guest star in "Dangerous to the Public Peace and Safety," story about an emotionally disturbed killer, on "For the People" Sunday, (9-10 p. m., EST) on the CBS television network.

Welk's Melodies

Melodies with the flavor of springtime will highlight "The Lawrence Welk Show" tonight featuring the return of guest performers Natalie Nevins, soprano, and nine-year-old pianist Steve Warner (ABC-TV, 8:30-9:30 p. m., EST).

Miss Nevins sings "Oh, What a Beautiful Morning" and young Warner and his teacher, Champagne Music Maker pianist Bob Ralston, will present a special arrangement of "Easy to Remember."

Champagne Lady Norma Zimmer sings "It Might as Well be Spring," accordionist Myron Floren plays "Springtime Polka," and pianist Frank Scott offers "Rhythm of the Rain."

Norma Zimmer and Jim Roberts sing "Springtime in the Rockies" as their duet, Barbara Boyland and Bobby Burgess dance to the rhythm of "The Rain in Spain."

TV Cameos . . .

Juliet Prowse Headed For Video

By ED MISURELL

The slender, gamin-faced girl sipped coffee as she sat at long table in a bare rehearsal hall on New York's West Side. The setting was grimy and uninviting, but it didn't seem to bother her. "I like tacky rehearsal halls like this," she said, waving a hand gracefully about. "For some reason, I work harder in them."

Then her voice took on a note of quiet satisfaction. "This has been a marvelous year for me," continued Juliet Prowse, curling a long, leotard-covered leg beneath her on a folding chair. "It has been a battle, but it has paid off."

"I just learned that we sold our TV series and I'm thrilled over it. It is scheduled to go on the NBC network in the fall on Thursdays in the 9:30 to 10 p. m. slot. This is a different medium for me and I'm looking forward to July when we start shooting the shows that follow the pilot film. Almost everybody in Hollywood seems to think of me principally as a dancer and this will be my opportunity to get out of that mold."

BEFORE LEAVING for Hollywood, Juliet is scheduled to break in her new club act in Framingham, Mass., move on to the Plaza in New York City in April and then to the Flamingo in Las Vegas. In addition, she will make appearances on "The Ed Sullivan Show" on April 4 and May 9.

Her film career, too, is on the upbeat. Before beginning rehearsals for the club act, Juliet completed a straight dramatic role in "Who Killed Teddy Bear," a movie which was shot on location in New York. She co-stars in this with Sal Mineo. She has also appeared in two other films recently which are still unreleased. One, "Dingaka," was shot in Africa; the other, which hasn't been titled yet, was filmed by an Italian company at Cape Kennedy, Florida.

Her forthcoming TV series, according to Juliet, is a situation comedy called "Meet Mona McCluskey." In it she plays a movie actress who is the wife of an Air Force sergeant who is stationed in the Los Angeles area. "My husband is Scott Miller, a former pro basketball player," she added, "who stands six feet, four. That's wonderful for me, for I'm five feet, seven and a half inches in flats."

"ANOTHER thing about the series that pleases me is that I'll be able to attend ballet classes regularly. While I'm on the road with an act, this is impossible. Attending classes regularly will give me an opportunity to get back in shape technically. Performing alone just keeps you in shape physically, but not technically."

Ballet has been an integral part of her life since she was a youngster. Born 27 years ago in Bombay, India, Juliet moved to South Africa with her mother and brother three years later when her father died. She received her first formal dance lessons at four. Ten years later, she starred with the Festival Ballet Company in Johannesburg. At 17, she left for London to continue her studies. It was there she discovered that companies like the famed Sadler's Wells considered her too tall for classical forms of the dance.



Shapely Juliet Prowse (5 feet, 7 1/2 inches in flats) and Scott Miller (6 feet, 4 inches) in a tender moment in the TV pilot film "Meet Mona McCluskey."

Juliet shifted to the field of modern dance and soon landed a role in the London-based production of the motion picture, "Gentlemen Marry Brunettes," which was choreographed by Jack Cole. Later, when he returned to London to do the stage production of "Kismet," he hired Juliet to dance in the chorus. When the lead dancer was forced to withdraw, he offered the part to Juliet and she held it for the next 20 months.

Later, she teamed with two male dancers and toured all over the the Continent. During this period, she met Hollywood choreographer Hermes Pan. Months later, he sent for her when Barrie Chase vacated the proposed role of premiere danseuse in the film, "Can-Can." After testing for the role and getting it she signed a seven-year contract with 20th Century Fox.

Following her appearances in a number of films, Juliet bought up her contract. "They were putting me in such terrible films," she explained, "that I wanted out. It left me pretty broke and in debt for a while, but I feel it was worth it. And the way things have been going for me in the last year, I now know it was worth it."



'Lucy' Is Victim Of Hidden Camera Gag

Lucy (Lucille Ball) discovers that she's the victim of a beauty-parlor gag for a hidden-camera television program, on "The Lucy Show" Monday, (9-9:30 p. m., EST) on the CBS television network.

When she turns on beauty operators Dick Patterson (left) and Tommy Farrell and cameraman Bennett Green, the sparks really fly.

Fans Of Beatles Send Odd Gifts

By EDDY GILMORE

LONDON (AP) — "Could you tell me, please," asked the voice, "which of the Beatles is the most ticklish?"

"I don't know," replied Bettina Rose, "I've never tickled them."

Miss Rose, 21, is one of four young women who run the London fan club of the mop-headed millionaires. She was answering one of the thousands of telephonic queries that pour into the club every day.

"Oh, we get all sorts of crazy questions," explained Miss Rose. "somebody called up yesterday to ask whether the boys wear their toenails long."

Instead of discouraging telephone calls, the London fan club encourages them.

"It makes it so much easier if they telephone," explained Miss Rose. "As it is, we receive 750 to 1,000 letters every day, and nearly all of them are answered."

Some go unanswered? "Oh, yes. We can't deal with the love letters and a lot of the letters are love letters."

How many telephone calls does she and the others handle a day?

"Oh, goodness, I just wouldn't know. They come in by the thousands."

"The fans don't actually expect all of their letters to be answered," she said. "We put a note in the Beatles magazine saying we were sorry but the boys couldn't possibly answer all the mail they get."

The Beatles have fan clubs in 40 countries.

The London club is the biggest. "We have about 70,000 members," said Miss Rose. Membership costs 70 cents. For this the Beatle worshippers receive a printed letter from the boys, a membership card, a regular newsletter and a special gift twice a year.

Last Christmas the gift was a recorded message from the Beatles — John Lennon, Paul McCartney, George Harrison and Ringo Starr. The next Beatle gift will be in May when the members will receive glossy photographs of their idols.

The London fan club, organized and subsidized by the Beatle management, is highly efficient.

"You'd be surprised at the presents the fans send in to the boys," said Miss Rose. "We get all sorts of things — shirts, sweaters, ties — even kittens and puppies."

The boys never see — much less receive — some of the presents.

"That would be impossible. There are just dozens and dozens of them," said Miss Rose. Many of them end up in hospitals and orphanages.

The telephone calls build up in volume from early morning.

"I'd say the peak period is between 4 and 5 o'clock in the afternoon," said Miss Rose. "That's when they've arrived home from school. My, but the lines get hot then."

Telephone calls come in from many parts of the world, quite a few from the United States.

"We've had none from Tibet or Red China, though," laughed Miss Rose. "Yes, we've heard from Moscow, by letter though, I think."

12 O'CLOCK HIGH

As General Savage loses his temper, conniving Capt. Tony Kemp gets an idea for having himself and the others in the crew interned in Switzerland for the duration, on "12 O'Clock High" Friday, March 26 (ABC TV, 10-11 p. m., EST).

In "Mutiny at 10,000 Feet," Kemp attempts a campaign to make it appear Savage is cracking up so that he can relieve him of command in mid-air and fly out of the war.

'Novak' Episode Has Class Riot

A riot erupts in the Jefferson High gymnasium during a championship basketball game between Jefferson and its arch rival, McClain High, in "Honor and All That" on NBC-TV's "Mr. Novak" series Tuesday, (7:30-8:30 p. m. EST).

Aware trouble is likely to happen because of unusually high pre-game spirit, Mr. Woodridge (Burgess Meredith) orders Mr. Novak (James Franciscus) and all other male teachers to attend the game as peace keepers. But when a Jefferson player is injured, someone plunges the gymnasium into darkness and they are helpless to stop the ensuing melee.

Beau Bridges guest-stars as Jaytee, one of the Jefferson students who incites the riot. Michael Pollard guest-stars as Jaytee's friend, Gogo.