

TV Parties Are Spectacular

By DAN LEWIS

Hollywood (NANA)

—IN THE OLD days, the movie studios tossed spectacular parties, with chauffeur-driven Rolls Royces depositing their stars on red-carpeted runways that led into a gawdy setting on a sound stage at the studio.

Maybe there aren't that many movie stars around — at least stars attached to the studios — these days and the studios have all too few films to promote anyway.

But the studios still are tossing those big-splashy, outrageous parties, trying to outdo each other. Now it's the television star who is showing up in anything from the Rolls to the MG Midgets (not chauffeured).

The studios, especially Burbank (formerly Warners until recently when the studio operation became a joint venture with Columbia Pictures) and Universal are heavily committed to television production. Universal will have more than 11 hours of primetime shows going next season. It takes up about 85 per cent of the production activity at the studio.

So, when television editors and columnists show up en masse, as they did in recent weeks for all three networks, the nights are filled with spectacular parties.

ONE STUDIO PRESS agent whispered in my ear one night, "call me tomorrow and let me know if Universal's party was better than ours."

The movie companies seem to have the feeling that their potential strength is better assessed in the glow of liquor, bright lights and excessive pomp. These parties are right out of the 1930 movies, except that much of the dance music is contemporary.

Universal hosted a pair of parties, one each for its shows on NBC and ABC. So did Warner Brothers. Screen Gems took over the Columbia ranch (the back lot set, also situated in Burbank), served hot dogs (from a New York-style mobile stand) and charcoal-broiled steaks, while David Cassidy mingled with the crowd and complained about the story, but not the picture (a nudie), that Rolling Stone ran on him recently.

Cassidy fled the scene after about an hour, but his costars on "The Partridge Family," Shirley Jones and Dave Madden, lingered. Madden, in fact, got up and entertained, at least that was his intention. He did close to a half

hour of material in which he seemed to be breaking in a nightclub act. In light of the material, it seemed to be an unfortunate move for Madden.

Miss Jones, although a fine singer, merely took a bow. Paul Lynde uttered a few words, twisted his mouth in sly smile and retreated from the stage. They were much wiser than Madden.

At one of Universal's parties, Leonard Nimoy was a center of attraction. His old series, "Star Trek," is having a great revival of interest in syndication, causing a flurry of speculation about the possibility of it returning as a primetime series. Apparently there has been a great deal of talk about it but, says Nimoy, "no way."

He likes directing and will continue to move in that direction. But it will not exclude him from acting. He's had his fill of series for a while after "Star Trek" and, without layoff, "Mission Impossible."

Now he's free of them, and favors guest shots (a "Columbo" segment), and he recently finished "Three Faces of Love," for next season. He plays opposite Juliet Mills in one of the episodes. In the other two, Lorne Greene is matched with Agnes Moorehead and, in the third, Bill Bixby and Julie Sommers are featured.