

ELINE

IN WHAT PEOPLE ARE TALKING ABOUT

MOVE: Charles Dickens died before *Mystery of Edwin Drood*, but producer has given it — and Broadway — a happy Holmes' musical adaptation, considered the new season, will open at the Imperial. The Shakespeare Festival production closes Sunday. Its cast — George Rose, Cleo Laine, Howard McGillan and Patti Cohenour — dway intact.

BARD: All the world's a stage, Shakespeare and Philip Morris agrees with him. The company is sponsoring a Virginia Shakespeare Festival of *The Taming of the Shrew* right on its try's premises. Employee ticket demand for performances prompted the addition of th 1,000 requests still turned down. Introducing night show, actress Helen Hayes like Kate and Petrucchio have sparred for ages throughout the world, as far as I know, t meeting in a factory."

JACKPOT: Jackie Collins knew her book was hot. She wrote it. But now *Lucky* faces the public. What would people think, she thought? She read the *New York Times* best-sellers list. She watched it climb. No. 4 last week. And this week, No. 1. And No. 1, also, on the next *Publishers Weekly* list. Producers called with TV-movie deals. She's holding out for casting approval for *Lucky* and *Gino*. But still, she can't relax. Not till she finishes *Hollywood Husbands*.

RIBBING ROTH: David Lee Roth's self-spoofing rock vid curious targets for parody, yet that didn't and Peter (Zip) Ziptel of WAAF Radio in 3 recently unleashed *Just a Big Ego* to 48 is, with accompanying video to MTV as well els in New York City and Boston. Lyrics, ound-alike, go: "When the end comes they'l g ego, the world revolves around me."

FRIENDS: The Farm Aid train gathers entry musicians Delbert McLinton, John Dalton, John Schneider, John Anderson and ez. Coming by train: Merle Haggard, who'll the Sept. 22 concert in Champaign, Ill., n to the plight of farmers and small rural gard, helped out by Amtrak, has invited 50 s on the trip, including President and Mrs. rd sets out Sept. 16 from his hometown, if. To donate, call (800) FARM AID.

S IN DALLAS: Bruce Springsteen s for the latest addition to his USA tour. He seat Cotton Bowl Sept. 13, with a Sept. 14 Ticket sale dates have not been set.

P: More than 30 clam-chowder entries eastern states bubble up in Mott's Clamato ff Sept. 14 in Newport, R.I. Hotels, hospitals, erers, supermarket delis and other compe for two \$1,000 first prizes, two \$500 wo \$250 third prizes and one \$250 prize for r using Mott's Clamato.

FLING: Thousands of flying saucers Mall in Washington, D.C., Sunday — none e me to your leader. The 9th Annual e Festival invades Washington this week- gest exhibition of professional and amateur in the world, plus volleyball, footfrisbee, demonstrations by disc-catching dogs.

TION: A tipoff in Tuesday's *Life* sec- ve noted that Stevie Wonder's new album, le, will be released Sept. 6.

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IFE

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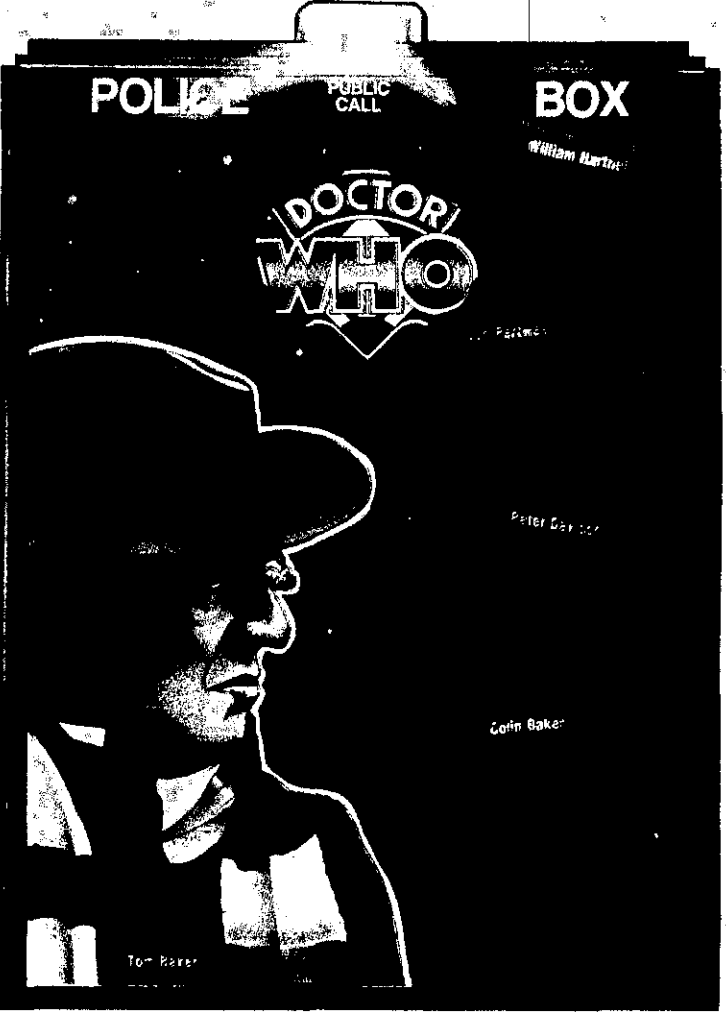
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Why the doctor is in



A GALAXY OF WHOS: Since 1963, a succession of actors have played the alien from the planet Gallifrey, who travels through time by police phone box. Patrick Troughton was a sixth doctor.

Doctors favor abortions in certain cases

Special for USA TODAY

Eighty-four percent of obstetricians and gynecologists favor abortions under certain conditions, a view that hasn't changed in 14 years.

That's the finding of a survey of 1,300 doctors released Tuesday by the American College of Obstetricians and Gynecologists. Only 13 percent said abortion should never be an option; 3 percent didn't respond.

In a 1971 survey — two years before abortions became legal — 83 percent said they believed it should be available; 17 percent were against it.

Doctors listed as acceptable reasons: rape, incest, possible threat to the woman's physical or mental health and fetal abnormalities.

Only 36 percent felt the woman's personal choice or socioeconomic conditions were acceptable criteria.

COVER STORY

This British sci-fi show is down-to-earth

No 'Star Wars' dazzle, but endless good humor — 22 years' worth

By Brian Donlon USA TODAY

As underground heroes go, there may be none bigger than *Doctor Who*.

The good doctor is a time-traveler — a freewheeling alien with the heart of E.T., the power of the Force and a spaceship that is actually a phone booth. He changes bodies as easily as top coats and has won fans in 54 countries.

Doctor Who, a campy, low-budget sci-fi series that the British Broadcasting Corp. started almost 22 years ago, has become an underground hit in the USA.

It appears weekly on T66 TV stations in the USA, has spawned thousands of clubs and dozens of conventions, and has inspired *Doctor Who* paraphernalia from comic books

Please see COVER STORY next page

Summer rock: Glory days for touring

By John Millward Special for USA TODAY

Summer's rock harvest was good — and green — this year. Most traveling acts made hefty profits, unlike last year, when the Jacksons' tour drained audiences away.

Also absent in early summer: last year's other major draw, Bruce Springsteen. Still the hottest ticket around, Springsteen helped other bands by waiting until July to announce August dates.

Finally, a summer tour by the Rolling Stones never materialized. And ZZ Top, traditionally a big draw, didn't tour.

The summer's hot sellers:

- Live Aid. The major pop event was also the biggest single concert gross: \$3,553,000.
- Huey Lewis and the News. King of the 20,000-plus seat venues, Lewis was buoyed by *The Power of Love* success.
- The season got off to a strong start with sell-out business by Phil Collins and Madonna, both finishing spring tours. Newer acts that did well in small to mid-size halls were Paul Young, Howard Jones and UB40. And acts with longer track records — like Bryan Adams and REO Speedwagon — propped in larger arenas.
- Summer was also good for such perennials as the Beach Boys and the Grateful Dead.

Some major acts proved dicey for promoters. In general, a promoter's profit lies in the last 5,000 seats of an arena sell-out. Robert Plant, Eric Clapton and Tom Petty sold out some markets, but left pivotal seats empty in others. Even Tim Turner, expected to sell out everywhere, did not.

Kool and the Gang and Luther Vandross were clear winners in soul and R&B.

Although ticket sales to heavy metal dropped, such Top 10 metal rockers as Ratt and Motley Crue did well.

"We've noted a rise in popularity of outdoor venues," says Gary Bongiovanni, editor of *Rollstar*. Some acts — Crosby Stills and Nash, Judy Collins — drew older fans who like the relaxed atmosphere.

The disappointments:

- Men at Work. A planner tour was canceled.
- Iron Maiden. Harbinger of the heavy-metal slowdown, they left many seats empty.
- The surprise: Rick Springfield and his Tuesday. Sell-outs in 10,000, 12,000-seat halls, both acts benefited from the shrewd pairing



By Barbara Kinney, USA TODAY
SPRINGSTEEN: His ticket have been the hottest around

Drying out the alcohol in 'non-alcoholic' beer

By Karen MacNeil USA TODAY

No alcohol beer contains no alcohol, right? Wrong.

Beers promoted as non-alcoholic or alcohol-free can have up to .5 percent alcohol. But in the next 30 days the Bureau of Alcohol, Tobacco and Firearms is expected to issue a proposal that would put non-alcoholic brew totally on the wagon.

The pending action is a result of the bureau's growing concern for alcoholics and people who, for medical reasons, cannot consume alcohol. "We want 'alcohol-free' to mean zero and 'non-alcoholic' to have a qualifying phrase designating exactly how much alcohol there is," says William T. Drake, deputy director.

Under current federal guidelines, malt beverages containing less than .5 percent alcohol can be labeled alcohol-free or non-alcoholic.

Standard beers are about 4 percent alcohol; light beer, 3.6 percent; and low-alcohol beer, 1.5 percent to 2.5 percent. Still, "no-alcohol" and "alcohol-free" beers with .5 percent or less may have no more alcohol than, for example, apple juice, which contains .2 percent to .6 percent.

Moussy, the largest imported non-alcohol beer, is not concerned about the proposed ruling. "Our product has been certified as 0.0 percent alcohol" by the bureau, says vice president Christopher Bohlman. "Actually, it has .002 percent alcohol — about the same as in a loaf of white bread."

But the bureau's proposal is a blow to others such as Kaliber, the no-alcohol beer just introduced by Guinness.

"Kaliber has .5 percent alcohol — no more than apple juice, Seven-Up or orange juice," says Kaliber spokesman Ray Hyde. "We're willing to print a qualifying line listing Kaliber's alcohol content, but we still think the term non-alcoholic beer is fair."

Chaparro

"They feed me, I fetch. It's a wonderful example of a symbiotic relationship."

By Francesco Scavullo for Harper's Bazaar

LOVELY BABS: Walters does her best to avoid chipped nails and wearing too much blush.

suoka; she hasn't opened her eyes since the disaster.

After Diana talked to her, she opened her eyes. Later, she called the visit "lovely. Princess Diana was beautiful."

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COVER STORY

The push to market the doctor

Continued from 1D

to board games.

Unlike most science fiction, it is produced without expensive special effects or a big-name star.

"It is a series that defies imagination," says Bill Greenstein, a vice president for Lionheart Productions, which distributes the show here. "It's science fiction with a different twist, with little funny plots, not the usual shoot-'em-ups."

Doctor Who not only defies imagination; it creates imagination.

It all started as a children's show in November 1963. English actor William Hartnell premiered as Doctor Who, the mysterious time lord from the planet Gallifrey. He was followed by Patrick Troughton, Jon Pertwee, Tom Baker, Peter Davison and Colin Baker. The transition of actors has been made easy by Who's ability to regenerate his body.

The show premiered in the USA in 1977 and is carried mostly by PBS stations. Viewers on this side of the Atlantic have seen the travels of three doctors — Pertwee, Tom Baker and Davison.

Baker is the best-known in the USA because he played Doctor Who for seven years and 172 episodes. Those episodes were the first to be shown here.

Starting in September, a number of stations will begin to show the Hartnell episodes for the first time.

Changing stars does not always sit well with viewers. Fans of the CBS hit soap Dallas reacted unfavorably to Donna Reed replacing Barbara Bel

Geddes as Miss Ellie last season. Yet the merry-go-round of doctors seems to attract fans.

"Everyone can find a doctor at some point to relate to," explains producer John Nathan-Turner.

The change of doctors, Nathan-Turner contends, not only has brought new actors to the show, but new character traits that helped expand the plot.

"When you look at Star Trek, the format of the last episode was very much like the first. But the Doctor Who format is forever changing and developing."

Because of its British humor and campy charm, converts are made faster than Capt. Kirk can say, "Beam me up, Scotty." Just ask Ron Katz.

Katz is co-founder and president of the 40,000-member Doctor Who Fan Club of America. He was stunned when he first saw the program in 1981.

"I sat there for the first 15 minutes and I asked myself, 'What the hell am I watching?' It is so different than anything else on TV."

Patrick O'Neill, a correspondent for the science fiction magazine Starlog, agrees. "It has the tone of not taking itself too seriously. It has something to say, as does most science fiction, but its hero is not self-important."

Doctor Who in any of his incarnations is a superhero. But he's fallible — at times inept. He's worldly but innocent, and always has a fun side. Tom Baker's doctor had an appetite for a candy he called a "jelly belly." Davison's doctor loved to play cricket.

For all its charm and wit, however, Doctor Who has suc-

ceeded in the USA in spite of itself. Successful science fiction today is not made by just a smash film at the box office or high ratings on TV. Marketing makes the difference — and the marketing of Doctor Who until recently has been dismal.

The BBC originally placed a marginal interest in marketing Doctor Who with T-shirts, posters and coffee mugs. The result: poorly made products and lots of bootlegged goods.

Lionheart Productions cracked down on the bootleggers when it replaced Time-Life Inc. as the distributor of Doctor Who in 1981. Eventually, "official" merchandise started to reach fans.

The mania may have come too late, says Gary Berman of Creation Conventions Inc., which organizes Doctor Who and other science-fiction conventions. "When it was really hot there was no merchandise to collect. Nothing could be as hot as Doctor Who was two years ago. Tom Baker could have been a big star. There should have been a Doctor Who movie."

Still, Doctor Who is no doctor do-little when it comes to making big money. The Denver-based Doctor Who Fan Club of America takes in a half-million dollars annually, selling everything from role-playing games to record albums.

And it's not just fan clubs reaping the harvest from Doctor Who's popularity. The program gives PBS stations a shot in the arm during fund-raising.

"We helped raise in the range of \$62,000 for the station (KRMA) in Denver," says club president Katz, who frequently lends his fund-raising services

to PBS stations.

Trudy Fowler, director of development for KRMA, says she can't recall the exact dollar figure, but does agree that Doctor Who brought in large donations three years ago.

It seems Doctor Who on a PBS programmer's schedule can only help a station.

"The Doctor Who viewer is not a public TV viewer," says Lionheart's Greenstein. "But he becomes a member of the station because of Doctor Who and then the station has the responsibility to move that viewer to a different program."

Production of Doctor Who is currently on hiatus and will begin again in March. Rumors of a new Doctor Who film (there were two made in the '70s starring Peter Cushing) have Who buffs in a tizzy, just as Trekkies were when production of Star Trek — The Motion Picture was announced. Yet Nathan-Turner is cautious: "We have received various offers to make Doctor Who a movie which we are considering at this moment."

Until production resumes, the USA debut of the Hartnell episodes this fall and a Doctor Who convention with Davison in Chicago Sept. 7-8 at the Continental Hotel will have to fill the Doctor Who void.

But after 22 years and six actors, how many more lives can the doctor have? "The talk of a feature is enormous and that would signal a boom in popularity," says O'Neill. "If the feature does not happen, I think we'll see a certain amount of attrition in two or three years. But Doctor Who will never die completely."

EDIT

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