

# TELEVISION



Looking back and evaluating the score, we firmly believe this truth to be self-evident: The best thing that happened to summertime in the TV Wasteland was the reappearance of Sonny and Cher, two Beautiful People for whom the Beat Goes On—and on and on.

Long ago, in 1965 to be exact, we fell under the spell of this wedded duet on ABC's weekly "Shindig" show the same lucky day we made friends with singing Bobby Sherman, then a permacast member of that swell teen-tailored series. Sonny and Cher were invited to encore their first couple of chart hits—born through pain. Those days they could sing but couldn't talk record outfits into advancing them bread.

Being flat broke and sometimes not eating enough to stain their stomachs,

**YOU'VE COME A LONG WAY BABY**—That's the story of Sonny and Cher! At one time they sold their furniture to get enough money to make a demonstration record—today they have their own TV show that's a real big hit!

Cher and Sonny Bono hocked their radio and record player, even sold the furniture in their rented pad for the money to rent a studio, hire backup musicians and cut a pair of demo records to perk the interest of diskery czars. They perked.

S/C's funfest and soaring Nielsen polls may convince CBS to pry open its winter schedules and make room for them as steady weekers during the 1971-72 season.

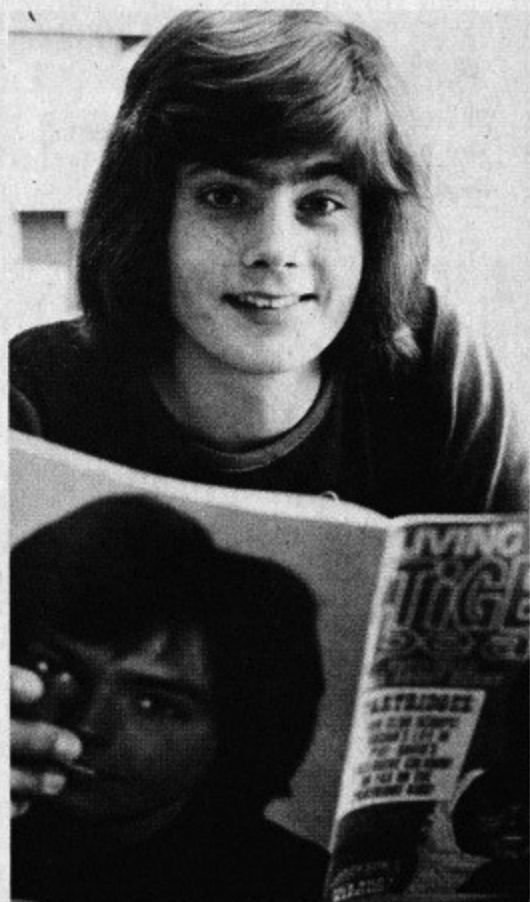
NBC's "Make Your Own Kind of Music," fell somewhere between super and so-what. The Carpenters and their celeb guests were okay, but the format followed the tiresome traditional program pattern that inflicts many similar shows. NBC's "Faberge's Album of the

signed to delight the rheumy eyes of armchair viewers at Shady Acres Retirement Home.

Lovely Peggy Lipton fought for more pay last season and won; this season she's battling the "Mod Squad" bosses for scripts that give her more to do than run or stand around with her two side-kicks. "People are beginning to wonder if I can act," Peg complains dismally.

Shirley Jones' gripe is more general: "TV does strange things. It makes kids mental sophisticates but emotional morons. Our series tries to be honest and contemporary. Remember, one week last season we had the Partridge kids talking about their mother's sex appeal."

# IT'S HAPPENING



**TAKING TIME OUT** from his busy personal appearance and recording schedule, Browning Bryant stopped in to say hello at the TIGER BEAT offices during his stay in Hollywood.

Month," laid some new high after two or three starting duds.

Flop of the season was "CBS Newcomers," the result of auditioning 2000 youthful (that is, under 30) singers, musicians, comics, dancers and other entertainers in 56 cities, to discover "the future stars of American entertainment."

All this effort, expense and publicity hype led us to expect something else. What he saw was a gaggle of young eager hopefuls aping the threadbare, moth-eaten, moldy-oldie song-chatter stuff. The faces were new but the acts were early Perry Como. The show, emceed by Dave Garroway, leading member of the denture set, seemed de-

What is truth? Most children by the time they reach the 6th grade have become bored and distrustful of TV commercial exaggerations and deceptions, and eventually don't pay any attention to them, advises a U. S. Government survey report.

TV Fricassee: Maybe a romantic interest for James Brolin when Robert Young's young daughter reappears fairly regularly on "Marcus Welby, M.D." ... "Hee-Haw" will have more outlets in syndication than it had on the CBS network ... Sandy Duncan is a menace to the competition in her TV time-slot ... Robert Foxworth is a nature freak. We said it before and we'll say it again: TA-TA and SCOOBY-DOO!

**WHEN JACK CASSIDY** guest-hosted for Merv Griffin during his vacation, one of his very special guests was his wife Shirley Jones. Another super guest was his son David Cassidy. More pics on page 73 in the Meow column.

