



By THEODORE RUDOLF

The single-most troublesome problem in Hollywood today for a star, superstar or teen idol—is longevity. The people behind Bobby Sherman and Sherman himself thought his following would go wild over just about any product that was tossed at them. They did, however, learn too late that this was not so. Today in television, as in films, the play's the thing. Bobby was soaring high on the record charts and his concerts were selling out when his ill-fated television series, *Getting Together*, was unleashed on the viewing public. ABC had hoped for the same success with that show as they were enjoying with *The Partridge Family*. But in creating the *Partridge* success, they didn't realize that they had destroyed any chance of Bobby's show taking off.

This naturally brings us to David Cassidy. David came from out of left field and absolutely swept the nation by storm with his good looks and talent. He literally stole Bobby's fans right out from under him and unintentionally created a rivalry between Bobby and himself. But even though David was able to carry his show to astronomical ratings, (Continued on page 72)