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white trouser suit, she softly greeted her visitors with "How do you do?" and a look which showed she was really interested and concerned.

She has become thinner, and more elegant, and her beautiful, delicate face shone not only with girlish charm, but also with warm motherliness. At her neck a small, expensive porcelain watch dangled on a silver chain. She lit a cigarette. "A drink, Elizabeth?" asked Burton. He always calls her Elizabeth, her full name, not Liz or darling.

With a light, clear voice, she speaks—sometimes gently and sometimes more sharply accented, always accompanied by lively gestures—in no time at all she can disown her role as the great actress; at every moment she knows what is proper to her calling as a world star. She talked of her children—especially of Liza, her daughter by her marriage to Mike Todd, who is presently at school in England.

"Liza is 15 now, a very pretty girl, though thankfully she does not know it. Her favorite clothes are the same as any young girl's of today, a pullover, washed out jeans, impossible shoes. When she is here she loves to go to the neighboring farm and milk the cows. Even when we cannot be together with the children, the important thing is that they know that we love them, and they have learned to stand on their own feet. I grew up in the world of films, films play an important part in my life, but that is not my main role; Richard and the children come first."

Liz was full of praise for Gstaad. "Richard thinks it is important for an actor to be recognized. It gives him one of those reassurances that he needs. I am of the other opinion, I find it better to be left in peace and quiet. That is just why I love this splendid place so much. We can be ourselves, we are not constantly followed by photographers, we can be just like other people, even when we go shopping with the children and the people in the co-op shop say 'Good morning.' I say 'Good morning' because they always smile. Above all, the people in Gstaad are always friendly, they never disturb us and if they have recognized us, at most they call out 'Hello, Mrs. Burton!' Now do you know why we love to come to Gstaad?"

The Burtons gave us two hours of their valuable time. That night they had to pack to leave as Elizabeth was making *Night Watch* in London. Burton has recently completed two films: *Tito* and *Trotsky*. "It is completely by chance," he said, "that I am playing two Communists at the same time."

DAVID/SONNY & CHER

(Continued from page 28)

In the mid 1960's they were big record sellers. And they made TV appearances and were admired and idolized by the young people around the country.

They were mobbed at concerts, their clothes copied because they were so anti-establishment. Sonny and Cher were a whole cult, just like David is now.

And David could learn a lot from their experiences—if he's not too busy trying to fight Sonny and Cher off. For just as the husband and wife team were at the top, they just as suddenly seemed to disappear. That's what happens to singers who cater mainly to the tastes of teenagers.

One day S&C found out they couldn't buy a hit record. That's when they had to revamp their whole act. Sonny felt perhaps they could make it in movies so he sank their bankroll into a couple, and lost it.

They went into night clubs, added a lot of comedy to their act and Cher began singing "straight" songs, i.e., popular standards. She has a lovely, sexy husky voice.

They found a new audience, older, more sophisticated. Yet, with their modern look and rock style, they kept many of their young fans.

That's what David would like to do now. He loves his young fans and appreciates all they've done for him, but it's time to grow as a performer. Keith Partridge is a pretty set character and there can be no reason to change him, unless the ratings begin to slip.

As has been pointed out time and time again, teen idols last only three or four years. Then they fade away. It happened to Sonny and Cher. David has no reason to believe that he will escape this fate.

If he is as lucky as Sonny and Cher, he will find new popularity. He hopes to get into serious acting as well as continue with his recording career. But the longer he continues as Keith Partridge, the more "typed" he will get and the harder good acting jobs will be to come by. So, perhaps his public battle with Sonny and Cher will, in the long run, help him—if he loses!

For, you see, this year CBS television decided to go after the young audience that the ABC network has captured with their Friday night lineup of *The Brady Bunch* and *The Partridge Family*. CBS took their most popular comedy-variety hour, Sonny and Cher Bono, and pitted them head on against the ABC shows—in a fight to the finish.

Years ago, NBC tried this with the Sunday night at eight spot which belonged to Ed Sullivan's *Toast of the Town*. They put the then popular *Steve Allen* show in that spot. And Steve did his best to beat Sullivan, sparing no expense, getting such attractions as Elvis Presley to steal Ed's audience. Allen failed. Ed Sullivan had a lot of good years left as king of the Sunday night tube.

But the Bonos should fare better in their fight with David. Just about every big name in television, movies and records have agreed to guest on their show. For openers, Sonny & Cher's Emmy-winning production team threw the Jackson Five at *The Partridge Family*. They're only the most popular recording group of the moment. Can David withstand such tough competition?

You would think there would be room enough on television for both shows, wouldn't you? After all, most homes have more than one television. The girls can watch David while the older crowd views Sonny & Cher.

(Continued on page 60)