

Barney Glazer's "HOLLYWOOD HOTLINE"

Only the people understand and appreciate Regis Philbin's role on the Joey Bishop Show. Which probably explains why ABC-TV received more than 600 wires, and affiliate switchboards lit up to circuit-breaking capacity on the night that Regis quit the show, not to mention thousands of follow-up letters demanding the return of their favorite announcer.

Many critics regard Regis' presence as aimless, at least one claiming, "If Joey Bishop can't get going without the artificial stimulation of a fall guy, perhaps he's not the star he thinks he is."

Bishop disagreed, "Regis isn't the fall guy," said Joey. "I am."

Compare Regis with Rochester, urged Bishop. Rochester wasn't the fall guy. He made Jack Benny the fall guy. When Jack told Rochester to buy gas for the car and gave him 12 cents for one gallon, Rochester said, "Oh, Mr. Benny!" By making Jack the dupe, Rochester helped build the cheapness image.

"When Sonny King or Eddie Jackson corrected Jimmy Durante's choice of words they made Durante the fall guy by building his mal-

aproprian image. George Burns fed Gracie Allen with lines to draw out a fatuous reply, helping to build her as the Dumb Dora."

Bishop offered Dan Rowan as another example. By the time Dan is through, Dick Martin has become victimized as the bumbler.

"Those who claim I need artificial stimulus by Regis to make me a star really mean comedy participation," said Bishop. "At the Las Vegas Sands Hotel, when I was the opening comedy act and Frank Sinatra was the headlining star. I made a fall guy out of Frank by telling him to get off the stage. Both Frank and I took credit for the laugh. It took both of us to get it, as it takes both Regis and me to get our laughs."

Those who sell short Regis' purpose in the opening few minutes obviously miss

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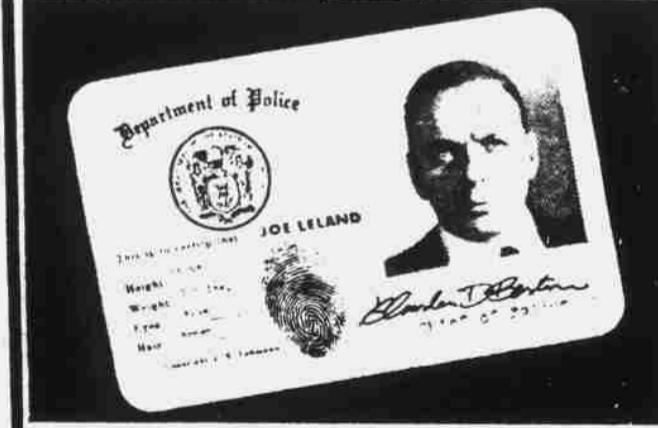
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