



Photographs by Annie Leibovitz

With Herb Ritts, David LaChapelle, Richard Corman, Nigel Parry, Jonathan Becker, Firooz Zahedi, Snowdon, Michael O'Neill, Eika Aoshima, George Lange, Eric Boman, Art Streiber, and Richard J. Burbridge. Illustrations by Robert Risko and Philip Burke. Produced by Marcia DeSanctis. Text by Matthew Tyrnauer and Susan Kittenplan.

WHEN WILLIAM S. PALEY reigned supreme at CBS, he often felt a conflict between his lust for profitability and the desire to air the kind of programming that would not tarnish the Tiffany Network's sheen. As Paley "edited" the network's schedule each year, he took time out to anguish over shows he thought were simplistic or in bad taste. *The Beverly Hillbillies* and *All in the Family* seemed particularly odious to him. What would Ozark hicks and a Queens-based bigot do to his social standing in Southampton or Lyford Cay?

His misgivings were misplaced, it turned out. The artful bigotry of Archie Bunker was a revelation for TV. And now, 33 years later, even *The Beverly Hillbillies* fits well within the definition of TV classic. Images on TV can arouse reactions that change with time and repetition. Today's object of contempt can, with time's passing, become a fixture in the pantheon. On the other hand, it is possible for a favorite, forever syndicated, to wear out its wel-