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ANTONIO CARLOS JOBIM, who writes lots of the lovely, delicately rhythmic bossa nova melodies (Girl From Ipanema etc.) was a marvelous Andy Wms. Show guest; his whispery singing style whirls gently gorgeous sounds and his face, as he hunched over his guitar, whispering his love songs with a look of moody, pouting concern and pleasure, eloquent eyebrows giving his chords body-English, or Brazilian, was a superb picture of music in motion . . . It was as fine a presentation of what richness and depth can be assembled in popular music as we've ever encountered.

Jerry Lewis was another Andy Wms. guest and deployed his noise and spastic faces and contorted limbs, yelled stridently, made vulgar motions, hauled in such crutch-funny phrases as "skin disease" and massacred the English language, sang offkey; a typically offensive Lewis contribution to the TV arts . . . All Andy Williams has to do to take on style and distinction is let Jerry Lewis cavort around him; and Andy was wise enough to let Lewis provide just that undisciplined vulgarity.

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TV MIMIC GEORGE KIRBY is a whiz in his field of shrewd and unusual impressions; but George has recorded a song in his own voice, "Feeling Good," a Tony Newley-Leslie Bricusse composition from the new Bdwy-aimed "Grease-paint" musical; and Kirby has proved he has a talent beyond and above his entertaining imitations; give a listen; it's warmly very good. It is a most satisfying voice, quite different in tone and style than anything around, melodically limpid and soft-leathery, deep in timbre and true . . . Guess we like it, eh?

George Gobel's manager Dave O'Malley is recovering nicely from lung surgery . . . Xavier Cugat's protegee-fiancee Charo Baeza will drop the Baeza and go it nominally alone (as Selma Diamond quipped) "like Groucho, Garbo, and Drano" . . . Charo & Cugie will be on Sullivision Sun. . . . Repeated TV tapes can't escape the anachronistic chaos (How's that, David?) time inflicts: Johnny Carson's last Sat. repeat had him talking about being a "beautiful Thursday" and Rita Moreno had to dash to catch a performance of a now long-closed play.

In its petitions to expand pay-TV, Zenith Inc. pointed out to the FCC that the average Nielsen rating for programs of all three networks is 19: "This means that on the average, 80 per cent of more than 50,000,000 TV homes refused to watch the average conventional TV program even though available without charge."

Have some Instant Nostalgia: "Shindig" will celebrate Elvis Presley's 10th showbiz anniversary May 5 . . . Sammy Davis is trying everything; now it's ABC network radio drama (air date not set yet) for Lee Bowman's "Theatre Five," called "Death of an Old Flame" by a new young playwright, George Bamber . . . One of our favorite radio stations, despite seldom hearing it, is Westchester's WVIP; every so often it catches attention with shrewd snob appeal; now it's a series of programs called "The Wine Expert" and the exurbs and suburbs are tuning it in with taste buds akimbo; Joseph Sylvester is the air bibber who whets thirsts with advice on proper vintages and it's a surprise hit up in that caviar area.

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