

Jerry Lewis Tops President Kennedy's Pay By Signing \$200,000 TV Contract

(EDITOR'S NOTE: Comedian Jerry Lewis has signed a contract bringing him a gross of \$200,000 a week to put on television shows. President Kennedy gets approximately \$3,500 a week in salary and expenses.)

By VERNON SCOTT
United Press International
HOLLYWOOD (UPI) — Jerry Lewis is 35 years old.

Many people think he is the funniest comedian in show business, a natural and great clown. Others he leaves cold. Some he nauseates.

Whatever the critical opinions, Lewis has just hit a \$40 million jackpot.

Here is how he did it: Lewis became the object of affection of the three giant television networks last July when he played host on NBC's "Tonight" show, one of many replacements for Jack Paar during the summer.

Lewis' antics, interviews, off-the-cuff observations and general fun brought response from viewers that topped all previous ratings of the show, surpassing the best marks set by Paar. Immediately after the two-week stint, Lewis was contacted by NBC, CBS and ABC regarding a regular show. Lewis demurred, saying, "I've had enough of television to last me a lifetime. I'll stick to making movies."

The excitement abated until November when the new television shows on the three networks had had time to prove themselves. It was a disappointing new season and the networks again cast about for a personality who might give new zest and appeal to their programming. They came calling on Jerry Lewis.

An associate of the comedian says: "It was embarrassing. We couldn't have all of the network representatives bumping into one another. But within three days time the chauffeur-driven limousines pulled in and out of Jerry's driveway like a parking lot."

Reaches ABC Agreement

Lewis' meetings with NBC and CBS were inconclusive. But he and Dan Melnick, vice president of ABC programming, met at the comedian's home and after two hours of dickering agreed to a contract. It was the first of its kind for the American Broadcasting Co. In previous years NBC had signed long-term, multi-million-dollar pacts with such as Milton Berle, while CBS had locked up the services of Jackie Gleason over many years.

According to Lewis' spokesmen, Jerry's contract involves a total of \$40 million. However, all of that sum does not stay in the comedian's pocket.

The network will pay him \$200,000 each week, starting next fall, to put on a show. All costs of

talent, craftsmen, writers, etc., must be paid for by Lewis. If Jerry can put on a show for \$50,000, then the remaining \$150,000 per week is his free and clear.

The contract calls for 40 shows a year for five years. This, \$200,000 a week for 40 weeks, multiplied for five years, comes to \$40 million.

The contract can be cancelled

if Lewis owns between 200 and 300 suits, all made to his measurements and none costing less than \$250. Additionally he has dozens of sports coats and no less than

near-poverty in New York City. His prosperity is most evident in the luxury of his wardrobe.

It can only be described as fantastic.

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FANTASTIC FUTURE — That little crystal ball from which "Iswami" Jerry Lewis seems to be getting his inspiration seems to feature the sign of the almighty dollar — and well it may, for the 36-year-old Lewis, comic but no fool he, has just hit a \$40 million jackpot by signing a TV contract. —UPI Telephoto

at the end of any year if Lewis so chooses.

What makes Lewis worth so much money?

His track record. He has been one of the most phenomenally successful stars in entertainment history. Each of his movies, with and without Dean Martin (and 12 of them were made without his ex-partner), have earned a minimum of \$5 million. Usually the gross from the pictures is about \$7 million. The biggest money earner of them all co-starred Martin and was titled "Sailor Beware." It has earned somewhat more than \$9 million.

Lewis' organization vows that his television shows were never topped in their time slots in the ratings. This means that whenever his show was on the air more people were watching it than any other.

The question arises, if Lewis was successful on video why did he quit?

First of all, the straight salary money was not as big as it is in the movies. A regular television show — at least the comedy, variety type of program he did — was an exhausting project. Further, Lewis frequently complained about the limitations and interference he encountered with the old television show.

The new one has a loose, spontaneous quality with the same informality that marked the "Tonight" show.

In recent years Lewis, making two or three pictures a year, is supposed to have grossed \$4 million annually in personal income.

Wardrobe Fantastic
Lewis has had tremendous im-

500 pairs of slacks, also tailor made. He has 50 tuxedos, hundreds of sweaters and pairs of shoes.

He buys \$35 handmade shirts by the gross.

While he spares himself nothing, neither does Lewis stint in his generosity to his friends. He gives them jobs, money and enormously expensive gifts.

His home, too, is open to friends. And some home it is. He paid the widow of Louis B. Mayer, the late movie mogul, \$400,000 cash for her home. It is a 33-room mansion with 15 bath-rooms and an out-sized swimming pool located on St. Cloud Road in the most fashionable section of Bel-Air. Gardens and home occupy three acres of hillside property.

Two armed guards patrol the grounds every night — Jerry's response to three kidnap threats against his children.

Many Personal Appearances
A full-time gardener manicures the lawns, shrubbery and trees. Inside the home, seven servants care for the Lewis clan — a cook, a butler, two maids and a social secretary. The secretary works in a well-equipped home office just off the library.

Despite an active family life, Lewis must spend much time out of town making personal appearances.

TV NOTES

NEW YORK (UPI) — The recent ABC Bing Crosby special, with Mary Martin as guest star, demonstrated one of the things wrong with television. Mary isn't on it often enough; in fact almost never, except in the "Peter Pan" repeats once a year or less often. She was delightful! And Bing wears well enough to do more than two or three shows a season.

Once upon a few years ago Nat Hiken, creator of the highly successful Phil Silvers series about Sergeant Bilko and the currently hot NBC sketch, "Car 54, Where Are You?," thought he had a CBS deal for a half-hour comedy series called "The Great Montague," starring Sir Cedric Hardwicke and Vivienne Segal. But it failed to be accepted after a pilot was made. Now, Hiken has the same idea back in production with Dennis King and Myrna Loy as the stars and hopes the verdict will be different.

Someone up there must like Joey Bishop. In two successive seasons, in two different situation comedy formats, the personable comedian has failed to get really off the ground. But he'll be back next fall with a one-hour variety type of show. It's to be hoped that such a change does the trick. Few get so many chances.



NO STRINGS HERE — Singer-actor Dean Martin is shown with Jerry Lewis in a 1956 comedy routine that seems to have involved knot-tying. The partnership ties have long since been severed; there are no strings on Jerry now. . . and seemingly no limits to his money-making ability for he has just signed a top TV contract. —UPI Telephoto

Perelman Pillories Craze For Culture

NEW YORK (UPI) — Sidney Joseph Perelman is a parodist and satirist with a writing style so wild and extravagant that it resembles nothing so much as well, life itself.

Offhand, you'd say that his stuff isn't for the stage. Not that he hasn't been represented in the theater a few times over a period of some 20 years. But on those occasions, he served as a collaborator on the librettos for musicals, none overly memorable.

The result was not real Perelman as he is known to the readers of the many pieces he has written for the New Yorker magazine over the years, most of which also have been collected from time to time between book covers.

But now, after a long lapse, the humorist is back in the theater, and this time it is pure Perelman and it comes off well in "The Beauty Par" at the Music Box. It is, to employ a cliché around which Perelman could write a whole dissertation, "a million laughs."

The show stars Bert Lahr, who has seldom been funnier. In fact, since he plays five characters, this almost makes the whole thing a bargain even at today's high ticket prices.

This is a most unusual entertainment that has been produced by Michael Ellis in association with Edmund Anderson.

It has a revue flavor, yet it is not a musical, as most revues are. It has a story thread, which most ordinary revues do not have. Possibly the show is best described as a series of related sketches.

Perelman is out to pillory the current craze for culture, which finds almost every citizen with time on his hands dabbling in some phase of the arts. His protagonist is a scion of wealth who tries to find a career in the cultural maze, experimenting with writing, painting, the movies, television — or what have you?

It seems to me that the author dilutes his original intent as the show moves along to settle for comic situations and characters that don't have too much to

WEDDING PLANNED — Actor Tony Curtis, 37, confirmed rumors that he plans to marry German actress Christine Kaufman, "but not until she is 18 years old."

Miss Kaufman, who was 18 on Jan. 11, and Curtis are shown together in this photo from the set of "Taras Bulba."



WEDDING PLANNED — Actor Tony Curtis, 37, confirmed rumors that he plans to marry German actress Christine Kaufman, "but not until she is 18 years old." Miss Kaufman, who was 18 on Jan. 11, and Curtis are shown together in this photo from the set of "Taras Bulba." —UPI Telephoto

— TV Schedules For The Week —

KBES-TV KVIP-TV KOTI-TV KMED-TV

Medford, Oregon
Channel 5
Pacific Standard Time
January 13 - January 19

Redding, California
Channel 7
Pacific Standard Time
January 13 - January 19

Klamath Falls, Oregon
Channel 11
Pacific Standard Time
January 13 - January 19

Klamath Falls, Oregon
Channel 12
Pacific Standard Time
January 13 - January 19

Klamath Falls, Oregon
Channel 13
Pacific Standard Time
January 13 - January 19

SUNDAY

- 12:00 NFL Football Playoff
- 12:30 Challenge Golf
- 1:00 Around the Home
- 1:15 Social Security
- 1:30 Higher Education & You
- 2:00 Craft Roundup
- 2:30 Sunday Sports Spectacular
- 3:00 Father Knows Best
- 3:30 GE College Final
- 4:00 20th Century
- 4:30 The Jetsons
- 5:00 Ed Sullivan
- 5:30 Real Cavities
- 6:00 G.E. True Theater
- 6:30 Candid Camera
- 7:00 What My Line
- 11:00 News
- 11:35 Sign Off

MONDAY

- 8:00 Captain Kangaroo
- 9:00 Calendar
- 9:30 I Love Lucy
- 10:30 McCarty
- 10:35 Pete and Gladys
- 11:00 Love of Life
- 11:24 CBS News
- 11:35 Search For Tomorrow
- 11:45 Guiding Light
- 12:00 College of the Air
- 12:35 As the World Turns
- 1:00 Passport
- 1:30 House Party
- 2:00 To Tell the Truth
- 2:25 CBS News
- 3:00 Jane Wyman
- 3:30 Secret Storm
- 4:00 Johnny Linn Show
- 4:30 Ed Sullivan
- 5:00 Discovery '43
- 5:30 American Newstand
- 6:00 A.M.
- 6:30 Rin Tin Tin
- 7:00 TV Weatherman
- 8:00 Channel 5 Report
- 8:30 CBS News
- 9:00 McCarthy
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SUNDAY

- 12:00 AFL All Star Game
- 2:00 Golf
- 3:00 News
- 4:00 The Northerner
- 5:00 Dan Smoot
- 6:00 Medical Panel Discussions
- 7:00 Mayor Adams Train Master
- 8:00 Mark Rogers Reports
- 9:00 Death Valley Days
- 10:00 Ensign O'Toole
- 11:00 Voice of Firestone
- 11:30 Howard K. Smith
- 11:45 David Brinkley
- 12:00 This is the Way, Religious
- 12:30 Late News

MONDAY

- 8:00 Educational
- 10:00 Price is Right
- 10:30 Concentration
- 11:00 Jane Wyman
- 11:30 Yours For A Song
- 12:00 Tennessee Ernie Ford
- 12:30 Father Knows Best
- 1:00 Letitia Young
- 1:30 TV Rings
- 2:00 Day in Court
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KVIP-TV

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