



Joey Bishop clings to a profound philosophy about Jimmy Durante, Jack Benny and Dany Thomas. He loves

them because they are great comedians but he worships them because they are even greater humanitarians.

"Others may be funnier," said Joey, "but Jimmy, Jack and Danny have always lived with the realization that there is something else in life beside comedy. As a result, their philanthropic contributions have developed them as three of the greatest humans of our day."

Ever quick to praise others, Joey Bishop commands respect if only for this patronage of the good performed by others. Beyond that, similar philosophical doctrines guide Joey's

outlook and way of life.

He shrinks from capitalizing on the misfortunes of shortcomings of others to provoke laughter. He has a personal aversion to eliciting a laugh at the expense of the sick or needy. He avoids ridiculing a man's race or religion, intentionally or unintentionally, directly or indirectly.

When he emceed a Samuel Goldwyn testimonial, Bishop refused to resort to overtaxed Goldwynism maloprops. Instead, he introduced the industry leader as "Samuel Goldman," which rocked the room with laughter. The audience had laughed, not with Joey the comedian, but at Joey the unlettered man who didn't know the name of Hollywood's venerable pioneer.

Purposely, Bishop had switched the target by making fun of himself.

The sad - faced comedian has never taken license with his intimates. He refused to wax facetious about Frank's marriage to the much

younger Mia, although fully aware that the pair's marriage offered a provocative timeliness for the surefire yocks.

Joey avoids remarks about a man's weakness to whip up laughter. He has steadfastly refused to strengthen Dean Martin's alleged craving for Jack Daniels, electing instead to recognize alcoholism as an illness suffered by thousands of unfortunates. Bishop makes it his personal crusade not add to their distress by ridiculing a fellow sufferer for laughs.

Bishop frequently makes it his business to reveal the real Dean Martin by pointing out, "How can a man who is supposed to drink to excess get up so early in the morning and play 18 strenuous holes of golf?" Early in his association with Dean, Joey wasn't too sure himself about the Martin myth. One night, during some spirited play onstage with Frank, Dean, Sammy and Peter, Joey decided he'd like a drink. He lifted Dean's glass and sipped.

Suddenly, everything came into enlightening focus - apple juice!

Joey is much too modest when he names only three comedians who have become great humans by practicing that there is something else in life besides comedy.

Next time the roll is called in the department of fraternal feeling, someone should acknowledge Joey Bishop's benevolences by also singing out his name. The addition of Joey would

stretch the triumvirate to a quartet of Js.

If you can't pluck a J out of Danny Thomas, be informed that his wife Rosemarie calls him Jake, the derivative of his real name,

Amos Jacobs.

There you have them - Jack, Jimmy, Jake and Joey. Don't laugh. While working for the application of love towards mankind, they're a grimly serious group.

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