



BILL COSBY:
One-man growth industry



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\$55 million



MADONNA:
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\$84 million in '86-'87

Comic Bill Cosby highest paid in show business, Forbes says

NEW YORK (AP) — The richest captain of the entertainment industry still smokes a big cigar.

Comedian Bill Cosby is the world's highest paid entertainer with estimated earnings of at least \$84 million in 1986 and 1987, according to Forbes magazine.

The stogie-chomping Cosby — television star, best-selling author and ubiquitous commercial pitchman — is a one-man growth industry, the magazine says in its Sept. 21 issue.

Cosby's earnings will jump from \$27 million in 1986 to at least \$57 million this year, Forbes says.

And that doesn't count the syndication value of this year's episodes of his hit TV series, *The Cosby Show*, or his investment in such enterprises as a Florida television station and a Coca-Cola bottler in New York.

If Cosby got paid today for the rerun value of this year's 28 shows, the comedian's income could swell to almost \$100 million in 1987, the magazine predicts.

"If Cosby continues to rack up earnings like this," the magazine said, "he is all but certain to be the first entertainer to become a billionaire."

By comparison, America's top-grossing executive, Chrysler Corp.'s Lee Iacocca, collected a measly \$32 million over 1985 and 1986 — stock options included — the most recent two-year period for which Forbes has kept executive pay records.

Cosby heads a glittering list of show-business notables who rake in millions of dollars per year, according to Forbes.

in addition to Cosby, are:

□ Sylvester Stallone, *Rocky* and *Rambo* star, \$74 million.

□ Bruce Springsteen, rock singer, \$56 million.

□ Charles M. Schulz, *Peanuts* cartoonist, \$55 million.

□ Eddie Murphy, comedian and actor, \$50 million.

□ Steven Spielberg, movie maker, \$50 million.

□ Madonna, singer and actress, \$47 million.

□ Whitney Houston, recording artist, \$44 million.

□ Michael Jackson, pop singer, \$43 million.

□ Johnny Carson, star of the *Tonight Show*, \$40 million.

The magazine notes that the top 10 averaged at least \$20 million for the last two years. Iacocca is the only chief executive who approaches that income level.

The Forbes ranking also contains another 30 entertainers, the lowliest of whom — TV talk show host Oprah Winfrey — earned \$10 million over 1986 and 1987.

Eighteen of the 40 made their fortunes in the music business, and five of the 40 are women.

The only literary figure on the list is novelist-screen writer Stephen King, \$21 million, and the only sports figures are boxers Marvelous Marvin Hagler, \$16 million, Sugar Ray Leonard, \$15 million, and Mike Tyson, \$13 million. Paul McCartney is the only ex-Beatle on the list, \$18 million.

The list is mostly male. In addition to Madonna and Winfrey, the only other women are actress-exerciser author Jane Fonda, \$13 million, and singer-actress Barbra Streisand, \$11 million.

Not only do they create wealth for the entertainment industry and their business sponsors, they create wealth for the nation in exportable merchandise in the form of TV programming, motion pictures, and videocassette and music recordings.

Topped only by the aircraft industry, which had a trade surplus of \$10.8 million last year, entertainment earned a \$4.9 million surplus.

GET THE PICTURE?

If we start now, maybe, just maybe we will have a Hispanic star in the top ten by the year 1992 when we celebrate 500 years of Hispanic culture and influence in America.

Miss or Mr
"HISPANIC"
.Actress
.Comedian
.Singer
.Actor