



Keeper of the Clown - My Life with Ernest

John Cherry

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Ad man John Cherry tells humorous recollections of working with comedian Jim Varney to create “Ernest” television commercials and Disney movies. This memoir was written for adult readers and is NOT a CHILDREN'S BOOK. The ebook does not contain as many b/w photos as the paperback.

Ernest P. Worrell became an advertising and motion picture icon by being bounced around on a rolling 20-foot cannon, shoved off a rooftop, and shocked from a TV short. John Cherry recounts the thrill ride of taking Ernest from local TV ads to big-screen movie hits – all the while being bounced around himself by bankers, the IRS and Disney executives.

In this hilarious – and mostly true – look behind the scenes, Cherry tells how he and the agency creative team came to put actor Jim Varney in a khaki baseball cap, sell TV commercials to scores of clients, nab Barbra Streisand’s manager as his own, and successfully direct Varney’s unpredictable creative genius.

Excerpt about Jim Varney’s wedding day: The sword came down like a guillotine. It was a clean, even slice. The wedding cake stood tall and proud. A thin mark down the side was the only evidence that hinted at its severe wound...“Let’s go shoot my 44 magnum!” Jim called out.

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