NEW YORK: — Column Connelly: Howcum nobody's credited the entertainer who started the trend which helped Dean Martin, Andy Williams, Perry Como and Arthur Godfrey get richer? Ben Bernie practically invented the soft-sell style ... Paramount Studio brass are being asked: "How come the only Oscar we won was for a cartoon short?" ... French gossip columnists revived the skep that Jackie would wed architect Jack Warner "in 18 months." Many U. S. gazettes and mags said it long ago... Producer S. Bronston says a five-line sumup of his film "King of Kings" in a photo mag cost him about $2 million at the box-office. The critics ridiculed the movie with: "I was a teenage lord." ... It's a girl for the Stephen Forbes at Henderson, Nev. making ex-Mirror staffer Jerry Edeleberg a grandpa. . . . . . . . . . . . . CURTAIN — TIME: Joey Bishop's rebuttal to critics who didn't appreciate his premiere program ("Why don't they stop looking at my show? I won't miss them either!") destroyed his rep for being unfappable and cool. Never advertise your knockers or knockers, as we say in showbiz... Josh Logan (directing the screen version of "Camelot") never liked the stage play. "I saw it opening night," he says, "and thought it was terrible. It opened like bread that never came out of the oven." The best line that 1st night was a wag's: "You come out humming the scenery!" ... Lil Palmer. (She made over one million in movies) is quoted: "What possible satisfaction can an intelligent person get out of acting?"

COMPLIMENTATIONS: Thornton Wilson's "The Eighth Day." If you'd like to read a clean book for a change... The debut of the year: "The Scavengers" and "Critic of the War" by John Darrow. Molisher by R. W. Lewis and L. Schiller. (Delecorte Press) ... Lovely Pat Marzoula's looking at the St. Regis Musicians ... Charles Cochrane's delightful Slings at the Mouse trap ... The Thad Jones-Mel Lewis 18 piece orchestra at the cigar-box-size Village Vanguard.

GARDEN OF EDEN: Wall Street Richard Poll (of the Loeb, Rhodes Brokerage) and Julie Mahn (of ABC's programming dept) at Walsh's. They'll unite May 15 ... Modellovey Charlotte McKay with stockbroker Jacques Esmaleh at Gallagher's... Geoffrey Murphy and bride-to-be Elizabeth Kleinham (a reader's dike staffer) at Charday. They wed May 27... Sharon Harris (her father is the Wulfl Junell Trib's political essayist) with her mate-to-be Stephen Dennis, a Long Island U. senior.

Winchell's column is also a feature of the Sunday Advertiser...