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YEARS OF AMERICA'S FAVORITE  
ENTERTAINMENT




*From*

**Ma Perkins**  
*to*  
**Mary Hartman**

*The Illustrated History of*  
**Soap Operas**  
*by* Robert La Guardia



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# From Ma Perkins To Mary Hartman The Illustrated History Of Soap Operas

**Robert LaGuardia**



## **From Ma Perkins To Mary Hartman The Illustrated History Of Soap Operas:**

*From Ma Perkins to Mary Hartman* Robert LaGuardia, 1977      *Historical Dictionary of American Radio Soap Operas* Jim Cox, 2005-11-15 The period from 1925 to 1960 was the heyday of the American Radio Soap Opera In addition to being part of popular culture the soap opera had important commercial aspects as well that were not only related to their production but also to the desperate need to sell products or perish Both sides of this story are traced in this comprehensive compendium The dictionary section made up of more than 500 cross referenced entries provides brief vignettes of the more popular and also less well known soaps among them Back Stage Wife Our Gal Sunday Pepper Young s Family and The Guiding Light Other entries evoke those who brought these programs to life the actors announcers scriptwriters networks and even the sponsors Nor are the basic themes the stock characters and the gimmick forgotten The book s introduction defines the soap opera examines the span of the radio serial reviews its origins and its demise and focuses on the character types that made up its denizens The chronology outlines the period and the bibliography offers further reading Together these elements make a comprehensive reference work that researchers will find invaluable long into the future      [The A to Z of American Radio Soap Operas](#) Jim Cox, 2009-07-17 The period from 1925 to 1960 was the heyday of the American Radio Soap Opera In addition to being part of popular culture the soap opera had important commercial aspects as well that were not only related to their production but also to the desperate need to sell products or perish Both sides of this story are traced in this comprehensive compendium The dictionary section made up of more than 500 cross referenced entries provides brief vignettes of the more popular and also less well known soaps among them Back Stage Wife Our Gal Sunday Pepper Young s Family and The Guiding Light Other entries evoke those who brought these programs to life the actors announcers scriptwriters networks and even the sponsors Nor are the basic themes the stock characters and the gimmick forgotten The book s introduction defines the soap opera examines the span of the radio serial reviews its origins and its demise and focuses on the character types that made up its denizens The chronology outlines the period and the bibliography offers further reading Together these elements make a comprehensive reference work that researchers will find invaluable long into the future      **The Daytime Serials of Television, 1946-1960** Jim Cox, 2024-10-16 The popularity of soap operas on radio made them a natural for the new medium of television where soaps quickly became an audience favorite As television soap operas developed so did the level of sophistication in delivery writing and production This history of television s golden age soaps begins with an overview of earlier serialized entertainments An analysis of early TV soap stars personnel and production follows taking 40 programs into account Ensuing chapters offer in depth treatments of the serials Search for Tomorrow Love of Life The Guiding Light The Secret Storm As the World Turns and The Edge of Night Appendices include chronological and alphabetical directories of period daytime serials and rankings of the durability of programs actors and actresses announcers and sponsors      *Frank and Anne Hummert's Radio Factory* Jim Cox, 2003-06-04 Frank and Anne

Hummert brought at least 125 separate series to the airwaves The production dynasty over which they presided extended far beyond the serialized melodrama that became their trademark Their genres also included music mystery juvenile adventure quiz sports news comedy and dramatic theater The Hummerts tried to appeal to everyone s tastes and probably influenced more old time radio listeners than anyone else By the 1940s the twosome controlled four and a half hours of the national weekday broadcast schedule This book explores the private lives and professional dealings of broadcasting s most prolific creator producers There are five appendices a list of all broadcast series that were created adapted supervised augmented or influenced by the Hummerts a list of the most active players among radio producers stemming from the Golden Age and their best remembered titles a collection of statements attributed to Frank or Anne that express their philosophy of broadcast programming a chronology of defining moments in the Hummerts lives and three sample programming schedules that give the reader a clear understanding of the Hummerts involvement in radio producing From Ma Perkins to Mary Hartman Robert LaGuardia,1977 **The Great Radio Soap Operas** Jim Cox,2015-06-14 This reference work contains exhaustive histories of 31 of network radio s most durable soap operas on the air between 1930 and 1960 The soap operas covered are Aunt Jenny s Real Life Stories Backstage Wife Big Sister The Brighter Day David Harum Front Page Farrell The Guiding Light Hilltop House Just Plain Bill Life Can Be Beautiful The Light of the World Lora Lawton Lorenzo Jones Ma Perkins One Man s Family Our Gal Sunday Pepper Young s Family Perry Mason Portia Faces Life The Right to Happiness Road of Life The Romance of Helen Trent Rosemary The Second Mrs Burton Stella Dallas This Is Nora Drake Today s Children Wendy Warren and the News When a Girl Marries Young Doctor Malone and Young Widder Brown Included for each series are the drama s theme and story line an in depth focus on the major characters and a listing of producers directors writers announcers casts sponsors ratings and broadcast dates times and networks Profiles of 158 actors actresses creators and others who figured prominently in a series s success are also provided The Young and Restless Life of William J. Bell Michael Maloney,2013-05-07 Praise for THE YOUNG AND RESTLESS LIFE OF WILLIAM J BELL A beautiful dedication to Bill and the pioneering legacy of the Bell family Their endless commitment passion and creativity have left an indelible mark on the genre Frank Valentini executive producer of General Hospital and Emmy winning director of One Life to Live Reading this book is like rolling in the arms of soap opera s greatest lover Bill Bell Bill and Susan Seaforth Hayes Emmy nominated actors on Days of our Lives and authors of the novel TRUMPET An informed insightful look at the inner workings of the Bell Empire the most successful dynasty in daytime television history It s a great read Peter Bergman three time Emmy winning actor on The Young and the Restless Michael Maloney has compiled an impressive amount f details into an entertaining and fast moving book Read this book if you want a fascinating insight into one of television s original show runners and the legacy he left behind Cady McClain Emmy winning actress All My Children and As the World Turns One of the reasons for Bill Bell s legendary success in daytime drama was his immense respect for the genre and its audience Longtime daytime journalist

Michael Maloney uses the same respect for the genre to reveal the man behind the legend For any fan of soap operas this book is a must read Dave Rupel executive producer The Real Housewives of Beverly Hills and Emmy winning writer for Guiding Light Nobody gets daytime like Maloney A fascinating read for the dedicated soap fan Michael Bruno daytime talent manager A fitting tribute to the man who brought daytime s most memorable characters to life with great insight into his passion for the genre and dedication to his family THE YOUNG AND RESTLESS LIFE OF WILLIAM J BELL honors the legacy of daytime s Drama King Angelica McDaniel senior vice president CBS Daytime I cannot remember the last biography I enjoyed reading as much as THE YOUNG AND RESTLESS LIFE OF WILLIAM J BELL Together with Lee Phillip Bell Michael Maloney has done a masterful job of weaving private family memories never before told anecdotes and an insider s knowledge of the soap industry together to create a tapestry as rich and colorful as Bill Bell himself A must read for any soap opera fan Roberta Caploe former managing editor of Soap Opera Digest and author of MELROSE CONFIDENTIAL The carefully selected photographs alone are worth this beguiling trip down memory lane Lynette Rice Entertainment Weekly Millions of fans worldwide know his soap opera and his characters but few know the story of the man who brought them to life William J Bell television s most prolific writer reinvented the soap opera genre with his groundbreaking serial The Young and the Restless in 1973 and went on to co create The Bold and the Beautiful with his wife and successful TV host Lee Phillip Bell which debuted in 1987 The Young and Restless Life of William J Bell tells the inside story of daytime s greatest storyteller including his role as an advertising executive in the era of Mad Men working for legendary serial creator Irna Phillips and his move from Chicago to Los Angeles which resulted in Y R taking the top spot in the rating This book offers an unprecedented look into the life of the man who defined the soap genre and draws readers behind the scenes into the captivating world of the daytime soap they know and love

**Speaking of Soap Operas** Robert Clyde Allen,1985 From Ma Perkins and One Man s Family in the 1930s to All My Children in the 1980s the soap opera has capture the imagination of millions of American men and women of all ages In Speaking of Soap Operas Robert Allen undertakes a reexaminati

**Encyclopedia of Radio 3-Volume Set** Christopher H. Sterling,2004-03-01 Produced in association with the Museum of Broadcast Communications in Chicago the Encyclopedia of Radio includes more than 600 entries covering major countries and regions of the world as well as specific programs and people networks and organizations regulation and policies audience research and radio s technology This encyclopedic work will be the first broadly conceived reference source on a medium that is now nearly eighty years old with essays that provide essential information on the subject as well as comment on the significance of the particular person organization or topic being examined

*Routledge Revivals: Radio Broadcasting from 1920 to 1990 (1991)* Diane Foxhill Carothers,2016-11-10 First published in 1991 this book presents a comprehensive annotated bibliography of radio broadcasting Its eleven chapter categories cover almost the entire range of radio broadcasting with the exception of radio engineering due to its technical complexity although some of the historical volumes

do encompass aspects thus providing background material Entries are primarily restricted to published books although a number of trade journals and periodicals are also included Each entry includes full bibliographic information including the ISBN or ISSN where available and an annotation written by the author with the original text in hand *The Queer Encyclopedia of Film and Television* Claude Summers, 2012-04-24 From Hollywood films to TV soap operas from Vegas extravaganzas to Broadway theater to haute couture this comprehensive encyclopedia contains over 200 entries and 200 photos that document the irrepressible impact of queer creative artists on popular culture How did Liberace's costumes almost kill him Which lesbian comedian spent her high school years as the best white cheerleader in Detroit For these answers and more fans can dip into *The Queer Encyclopedia of Film Theater and Popular Culture* Drawn from the fascinating online encyclopedia of queer arts and culture [www.glbtc.com](http://www.glbtc.com) which the Advocate dubbed the Encyclopedia Britanniqueer this may be the only reference book in which RuPaul and Jean Cocteau jostle for space From the porn industry to the Sisters of Perpetual Indulgence from bodybuilding to Dorothy Arzner it's a queer queer world and *The Queer Encyclopedia* is the indispensable guide readable authoritative and concise And perfect to read by candelabra The answers to the two questions above from the dry cleaning fumes Lily Tomlin *The Concise Encyclopedia of American Radio* Christopher H. Sterling, Cary O'Dell, 2010-04-12 The average American listens to the radio three hours a day In light of recent technological developments such as internet radio some argue that the medium is facing a crisis while others claim we are at the dawn of a new radio revolution *The Concise Encyclopedia of American Radio* is an essential single volume reference guide to this vital and evolving medium It brings together the best and most important entries from the three volume Museum of Broadcast Communications Encyclopedia of Radio edited by Christopher Sterling Comprised of more than 300 entries spanning the invention of radio to the Internet *The Concise Encyclopedia of American Radio* addresses personalities music genres regulations technology programming and stations the golden age of radio and other topics relating to radio broadcasting throughout its history The entries are updated throughout and the volume includes nine new entries on topics ranging from podcasting to the decline of radio *The Concise Encyclopedia of American Radio* include suggestions for further reading as complements to most of the articles biographical details for all person entries production credits for programs and a comprehensive index **Filmed Television Drama, 1952-1958** William Hawes, 2002-01-09 This work examines the change from live to filmed television dramas during the period 1952-1958 and the characteristics and programs that are most associated with filmed television drama Along with many technical changes that had to be made in the industry in order to convert live television to filmed television came an interesting social one The American society in general was developing a growing interest in the lives of ordinary people and television moved with them offering more programs that concentrated on the middle and lower classes Because of the inherent qualities of filming television began to feature more documentary like realism began to broaden its interpretation of traditional romantic escapism to include more outer space and supernatural

science fiction began to better fulfill materialistic desires through well designed enjoyable commercials and began to offer the best dramas and most popular personalities often leading viewers to greater self appreciation and richer lives This work focuses on the important anthology programs and specials that were on the air from 1952 to 1958 such as Kraft Television Theatre Philco Television Playhouse and The Hallmark Hall of Fame filmed serials like Colgate Theatre Amos n Andy and I Love Lucy and the challenges of converting from live to filmed television drama On the Air John Dunning,1998-05-07 Now long out of print John Dunning s Tune in Yesterday was the definitive one volume reference on old time radio broadcasting Now in On the Air Dunning has completely rethought this classic work reorganizing the material and doubling its coverage to provide a richer and more informative account of radio s golden age Here are some 1 500 radio shows presented in alphabetical order The great programs of the 30s 40s and 50s are all here Amos n Andy Fibber McGee and Molly The Lone Ranger Major Bowes Original Amateur Hour and The March of Time to name only a few For each Dunning provides a complete broadcast history with the timeslot the network and the name of the show s advertisers He also lists major cast members announcers producers directors writers and sound effects people even the show s theme song There are also umbrella entries such as News Broadcasts which features an engaging essay on radio news with capsule biographies of major broadcasters such as Lowell Thomas and Edward R Murrow Equally important Dunning provides a fascinating account of each program taking us behind the scenes to capture the feel of the performance such as the ghastly sounds of Lights Out a horror drama where heads rolled and bones crunched and providing engrossing biographies of the main people involved in the show A wonderful read for everyone who loves old time radio On the Air is a must purchase for all radio hobbyists and anyone interested in 20th century American history It is an essential reference work for libraries and radio stations *Live Television Drama, 1946-1951* William Hawes,2001-03-29 The live era or golden age of television drama originating from New York 1946 through 1951 was an exciting time of creative and commercial accomplishment This is a complete history and reference guide to the live dramas that aired during those six years Extensive coverage is given to the NBC anthologies Kraft Television Theatre and Philco Television Playhouse and the CBS anthologies Ford Theater and Studio One as well as to he competitors the 28 new anthologies that appeared in the prime time schedule during 1950 and 1951 Appendices comprehensively list the day by day program logs for BBC CBS and NBC dramas from 1946 through 1951 **Days of Our Lives** Maureen Russell,2015-06-08 On November 8 1965 Days of Our Lives debuted on NBC The show overcame a rocky beginning to become one of the best loved and longest running soap operas on daytime television For 30 years the story of the show s Horton family has been closely followed by a dedicated audience Through extensive research including the first ever examination of the show s archives and interviews with cast members writers producers and production personnel the show s history is told here This reference work provides a complete cast list from the show s debut through 1994 as well as the most comprehensive storyline of the show ever available Also included are family trees of the show s characters tracing

the often confusing relationships involved in thirty years of developing roles      *Annotated Bibliography of New Publications in the Performing Arts* ,1976      *Radio Stars* Thomas A. DeLong,2024-10-14 From the time Westinghouse started commercial broadcasting in 1920 through the end of the radio soap operas in the early 1960s hundreds of men and women performed on radio Day after day week after week these performers e g Jack Benny Bing Crosby Kate Smith Lowell Thomas Kay Kyser and Bob Hope became familiar voices and welcomed guests in the homes of millions of Americans Actors comedians singers commentators announcers emcees newscasters preachers and various other artists all gave voice to radio and 953 of them are covered in this unique reference work Performers Fran Allison Les Paul Johnny Desmond Alec Templeton Don Wilson Jerry Colonna and soap opera favorites Virginia Payne Betty Garde Macdonald Carey David Gothard Page Gilman and Jan Miner are included herein as well as Ezra Stone Groucho Marx Will Rogers Frank Sinatra and hundreds more For each there is a listing of radio programs birth and death dates where appropriate and a biography that focuses on work in radio Heavily illustrated      **To Be Continued...** Robert C. Allen,2002-01-04 To Be Continued explores the world s most popular form of television drama the soap opera From Denver to Delhi Moscow to Manchester audiences eagerly await the next episode of As the World Turns The Rich Also Weep or Eastenders But the popularity of soap operas in Britain and the US pales in comparison to the role that they play in media cultures in other parts of the world To Be Continued investigates both the cultural specificity of television soap operas and their reception in other cultures covering soap production and soap watching in the U S Asia Europe Australia and Latin America The contributors consider the nature of soap as a media text the history of the serial narrative as a form and the role of the soap opera in the development of feminist media criticism To Be Continued presents the first scholarly examination of soap opera as global media phenomenon



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