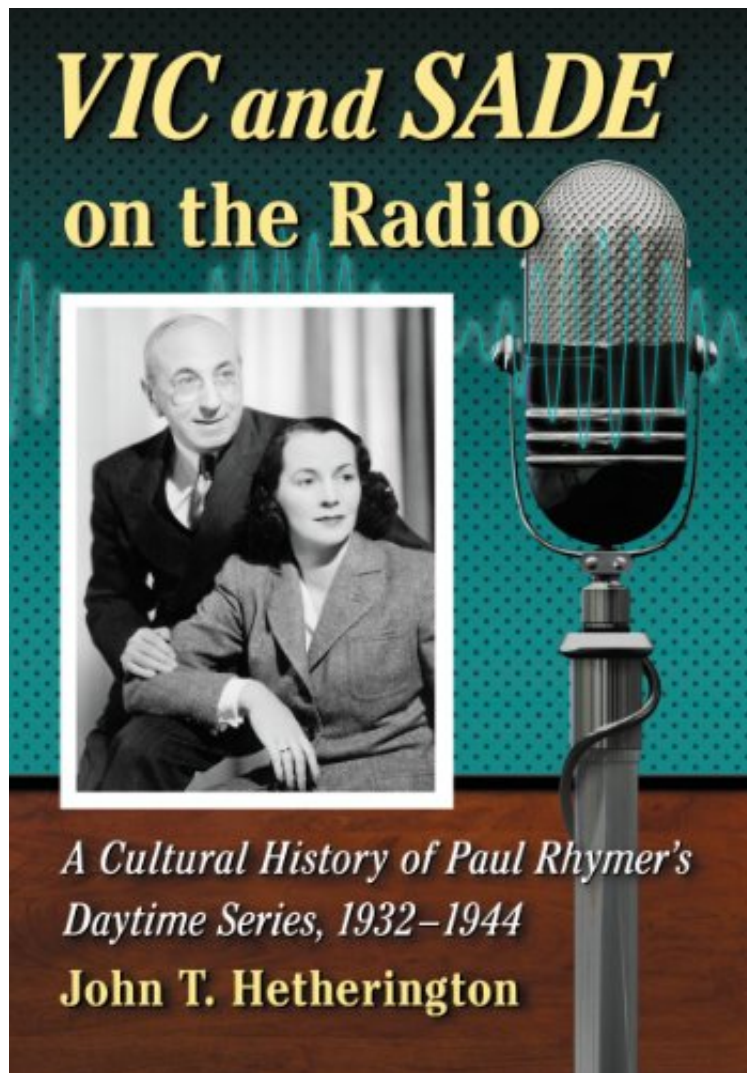


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## **Vic and Sade on the Radio: A Cultural History of Paul Rhymer's Daytime Series, 1932-1944**

*John T. Hetherington*

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**John T. Hetherington : Vic and Sade on the Radio: A Cultural History of Paul Rhymer's Daytime Series, 1932-1944** before purchasing it in order to gage whether or not it would be worth my time, and all praised Vic and Sade on the Radio: A Cultural History of Paul Rhymer's Daytime Series, 1932-1944:

2 of 4 people found the following review helpful. Wow!By Debbie K. BennettI really enjoy Vic and Sade but was suspect about this new book. Luckily, I found parts and previews of the book online and realized that this wasn't

rehashed trash but rather oceans of new information! I'm very pleased to announce that this book treads a new path and explores new avenues that haven't been put forth in any other publication. If you enjoy Vic and Sade, you'll want to get your own copy and when you are done, you can throw your undershirt over the People's bank building!

3 of 3 people found the following review helpful. What You Can Find and Expect With This Book By Martin Grams, Jr. The subtitle pretty much sums up the book. Growing from his love for VIC AND SADE, the author explores some of the deeper meanings and themes beneath the absurdity and humor. The book has what you are probably looking for and expecting to find: A brief biography about Paul Rhymer and the origin and early years of Vic and Sade. A study of mass culture during the 1930s and 1940s and how it influenced the characters on Vic and Sade, is explored in detail. A history of motion-pictures during the era, reading on the porch, community service and other aspects are explored as they relate to the radio program. The closing chapter covers an aspect of the series that has been undocumented in prior publications: the later efforts to revive the series -- including the COLGATE COMEDY HOUR. This book features a history of the radio program, but only interlaced throughout the book, sprinkled with excerpts of script reprints. There is no episode guide or chronological documentation with a date-by-date broadcast schedule (network, broadcast time, cast changes, etc.). I know that would be a major challenge to any author, especially when you have to consider how large the book would become if there was an episode guide, but since most books about old-time radio published in the last decade include some sort of episode guide or broadcast log, it was expected. Taking on such a challenge would be both exhausting and rewarding at the same time. Such an effort would overshadow all future books people may be inspired to write about VIC AND SADE. I have two others such as the late Bill Idelson, a cast member, who wrote THE STORY OF VIC AND SADE in 2007 for Bear Manor Media, and a book of scripts published prior. If what you are seeking is a "cultural history," in what many describe as a "critical analysis," which McFarland statistically publishes more of every year, or want to explore the program deeper than it has ever been explored, this is a great book. If you are looking for a historical perspective of documentary nature, covering minute details ranging from the sale of screen rights, salary costs and exclusive memories and recollections from cast and crew, you will find it in small doses sprinkled throughout the book. One such example is a chapter that opens with pages 106 to 108 devoted to the history of motion-pictures and the industry of Hollywood. VIC AND SADE is not referenced until page 109. And the two photographs on page 108 and 109 are of old movie palaces and theaters from 1935 and 1939 -- and have nothing to do with the radio program VIC AND SADE. I only criticize (briefly) because the title of the book is VIC AND SADE ON RADIO. A friend of mine looked over the book and said it was "padded." But I disagree. The book is a cultural look at a time gone by when life seemed innocent and cheery and folks were friendly instead of hostile. VIC AND SADE captured the essence and the book captures VIC AND SADE. Don't let my "opinions" convince you to avoid this superb book. After all, I did give it five stars. If you are a fan of VIC AND SADE, this is the book for you. Buy it today.

1 of 1 people found the following review helpful. Vic and Sade on the Radio By Malcolm Dolan This is a great book. There are literally hundreds of recordings of "Vic and Sade" and when you cannot get enough of the radio program, this is what you turn to and dig deeper into the understanding of the characters and the time period for which they lived. Radio broadcasting is challenging when it comes to documenting and archiving. Very little was preserved and even less was considered valuable at the time. "Vic and Sade" falls into that same category. It was a throw-away program. After the broadcast, the scripts were tossed aside and Paul Rhymer went to work on the next script. No one had the foresight to predict a marketplace for the recordings or a book about the series.

Vic and Sade, an often absurd situation comedy written by the prolific Paul Rhymer, aired on America's radios from 1932 to 1944 (with short-lived revivals afterward). The title characters, known as "radio's home folks," were a married couple exploring the comedic side of ordinary life along with their adopted son and an eccentric uncle. This book examines the program's depiction of many aspects of American culture--leisure activities, community groups, education, films--in light of the critiques put forward by the era's critics such as William Orton. Vic and Sade offered its own subtle cultural critique that reflected how ordinary people experienced mass culture of the time.

"recommended...diligent research...a wealth of information about daytime programming of the 1930's"--Radio Recall. About the Author John T. Hetherington is a lecturer in communications at SUNY Empire State College. He lives in Albany, New York.