

Screen Gems

Jeb H. Perry

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For the first time in a book on television, *Screen Gems* features a lengthy and detailed corporate history of the studio, which began as an obscure producer of TV commercials. It rapidly evolved into a leader in program packaging, music publishing, audience studies, and TV broadcasting. Also included is a program chronology listing the premiere and cancellation dates of every production. Among the programs chronicled are *Route 66*, *The Naked City, Playhouse 90*, *Alcoa/Goodyear Theatre, The Monkees, Bewitched, Father Knows Best, The Donna Reed Show, QB VII, The Last Angry Man, Born Free, Police Story, Brian's Song, and Sadat*.





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