

# 60th Anniversary of “The Dick Van Dyke Show” examined and celebrated in new book, “Mary: The Mary Tyler Moore Story”.

*Gender-role revolution inspired by beloved sitcom is explored.*

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/EINPresswire.com/ -- On October 3, 1961, CBS debuted The [Dick Van Dyke Show](#), which landed 80th in the national ratings. Narrowly saved from cancellation, The Dick Van Dyke Show jumped to #9 in its second season. In its third season it peaked at #3 and went on not only to win 15 Emmy awards out of 25 nominations over five ground-breaking seasons. This hip and smart sitcom transformed American television – and America followed.



Dick Van Dyke and Mary Tyler Moore during the making of The Dick Van Dyke Show

As documented in the newly-released paperback edition of “MARY: The [Mary Tyler Moore Story](#)” (Jacobs/Brown), by noted TV historian and Netflix personality, [Herbie J Pilato](#), the series catapulted both Dick Van Dyke and his TV wife, 24-year-old Mary Tyler Moore, to national stardom as they became one of American television’s most admired couples.

Whether streaming on Tubi, ME-TV, Hoopla, or Hulu – all preceded by decades of VHS and DVD releases—the show has never been off the air. Rob, Laura and the gang continue to show us in evergreen black-and-white how life once was for us, if we all lived in New Rochelle, NY, and wrote for a comedy show.

Critics then and now laud not only the character-driven writing, but the show’s forward-leaning look at one nuclear family in the Nuclear Age, as it dared to show the 1960s housewife as modern, progressive, and sophisticated – less Mamie Eisenhower and more Jackie Kennedy. In “MARY”: The Mary Tyler Moore Story, author Herbie J Pilato (host of Netflix’s “Then Again with Herbie J Pilato”) writes, “Mary ignited a new fashion statement with her signature slim-fitting tight

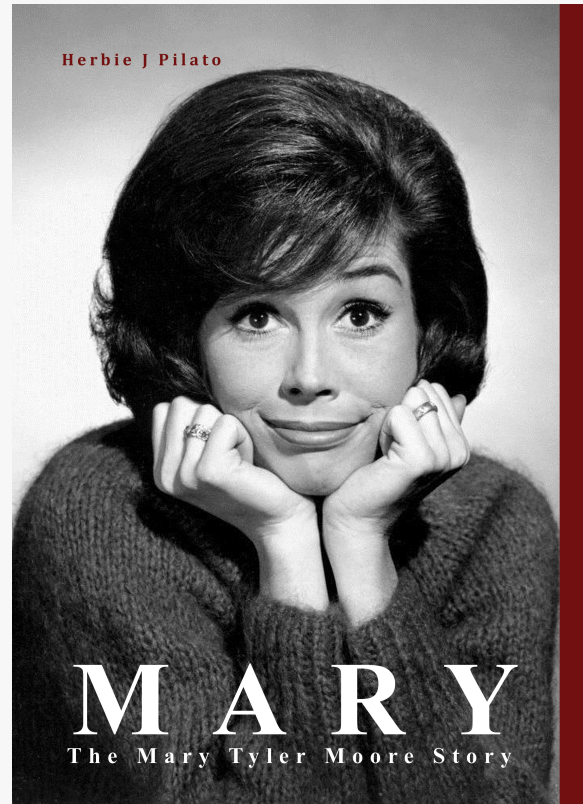
slacks and flat footwear... Mary's Laura adorned the Capri pants in the family."

"I wanted to portray a housewife wearing clothing that I wore in my kitchen," Moore told *Variety*. Carl Reiner, the show's creator, agreed: "Women today are not wearing full-skirted frocks with high heels as they vacuum the rug."

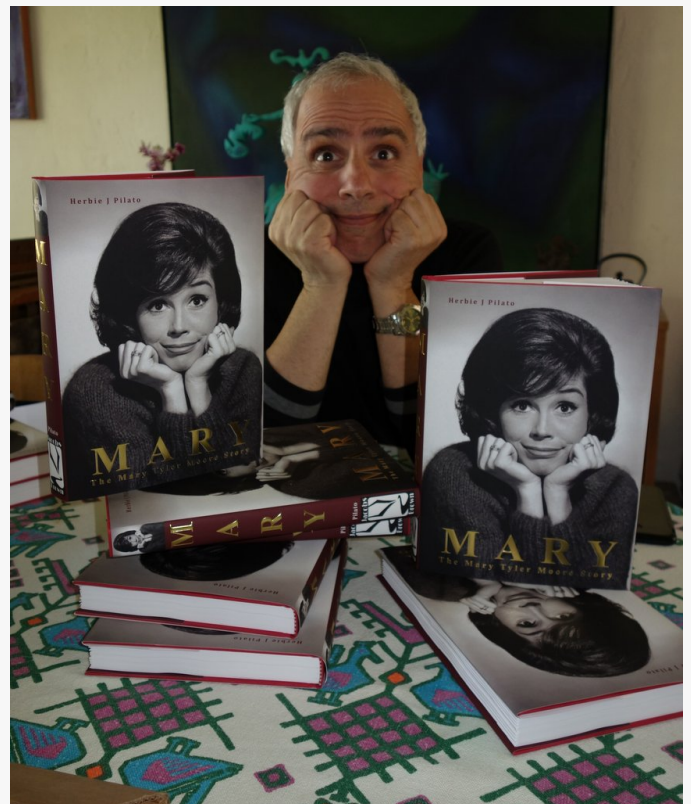
Not to be overlooked was *The Dick Van Dyke Show's* understated ease with a workplace utterly lacking in gender bias, where the strutting and liberated comic attitude of Sally Rogers (played by Rose Marie) was more than equal to her male co-creatives in the writers' room. This model was a hopeful one, however, as actual women writers in 1961 prime-time television production saw only a handful of series assignments.

Real-world truths notwithstanding, from *The Dick Van Dyke Show* onward, a contemporary woman's role could no longer be justifiably portrayed on TV as just the hapless homemaker, but as a vigorous, full-blooded driver in the family's episodic undertakings. In *Mary*, Pilato notes, "Joanne Stang of the *New York Times* wrote, 'Miss Moore has made housewifery a highly palatable pastime.'" This template set the stage for future sitcoms, not the least of which would be *The Mary Tyler Moore Show*, where, as author Pilato puts it, "MTM added texture to characters and a more modern emphasis on human frailties, follies, and strengths."

Six decades ago this October, *The Dick Van Dyke Show* started a revolution by presenting fresh role models like Mary Tyler Moore's Laura Petrie. Her brisk, suburban, quick-witted, and forward-thinking approach to life both reflected



Cover, "MARY: THE STORY OF MARY TYLER MOORE"



Author Herbie J Pilato with his latest book "Mary: The Mary Tyler Moore Story."

and shaped the New Frontier of sexual dynamics then emerging in society.

And we haven't looked back since.

Now in paperback, "MARY: THE MARY TYLER MOORE STORY" by Herbie J Pilato, published by Jacobs/Brown Media Group.

In less than 9 years, Los Angeles-based Jacobs/Brown Media Group has become the preeminent publisher of in-depth, non-fiction books that examine in unprecedented detail those mid-20th century pop-culture productions, performers and personalities whose work, even after half a century, continues to inspire, educate and entertain. Whether it's their Saturn Award-winning work on Star Trek: The Original Series, or X-Men: The Animated Series, Lost in Space, Voyage to the Bottom of the Sea, Mary Tyler Moore, or The Moody Blues, Jacobs/Brown publishes books that illuminate fact, dispel misbelief and validate its motto, "Where Truth is Better Than Fiction."

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