

I Dream Of Jeannie

Episode Viewed: The Greatest Entertainer In The World
Aired February 27, 1967 Guest Star: Sammy Davis, Jr.

Episode Viewed: The Biggest Star In Hollywood
Aired February 24, 1969

Guest Stars: From Rowan & Martin's Laugh-In - George Schlatter, Gary Owens, Judy Carne and Arte Johnson

Sidney Sheldon, inspired by the film *The Brass Bottle*, which had starred Tony Randall, Barbara Eden and Burl Ives as the jinn Fakrash, conceived of the idea for a beautiful female genie. Both *I Dream of Jeannie* and *Bewitched* were Screen Gems productions. The show debuted at 8:00PM on Saturday evening, September 18, 1965 on NBC.

That wasn't an island where Jeannie and Captain Nelson met. It was actually Point Dume beach in Malibu, California. Point Dume's huge cliffs and rocky shore are instantly recognizable to anyone familiar with the Malibu area.

Tony and Jeannie's home "in Cocoa Beach" was a permanent house set on the back lot of the Warner Ranch in Burbank. This set was constructed in 1941. It still sits right next to the Partridge Family house at the ranch. It had previously been used as the Anderson's home on the 1950's sitcom *Father Knows Best* and Mr. Wilson's house in *Dennis the Menace* Television series.

In the episode titled *One Of Our Bottles Is Missing* (1/30/67), the exterior and interior of Dr. and Mrs. Bellows house is the same as Samantha and Darrin Stephens' home from *Bewitched*.

The bottle that was Jeannie's home is in reality a limited edition bottle of Jim Beam bourbon from 1964. The Jeannie bottle was designed by Jack Becker in 1964. Screen Gems artist **Bob Purcell** redesigned the bottle to give it the metallic purple sheen.

This was one of over 800 bottle designs that Jim Beam created over several decades. It was assumed that Sidney Sheldon discovered the Jeannie bottle. Director Gene Nelson claimed he discovered the bottle.

The genie harem costume was created by **Gwen Wakeling**. Her career began in 1927's silent era in Cecil B. DeMille's *The King Of Kings*. She won an Academy Award for her costume design in Cecil B. DeMille's 1949 production of *Samson and Delilah*. Her career spanned for over 140 films.

Friz Freleng created the opening credit animated sequence for *Dream Of Jeannie*. He is known for his work at Warner Bros. cartoons on the Looney Tunes and Merrie Melodies series of cartoons. In total he created more than 300 cartoons. He introduced and/or developed several of the studio's biggest stars, including Bugs Bunny, Porky Pig, Tweety, Sylvester and many more. Freleng is the most honored of the Warner directors, having won five Academy Awards and three Emmy Awards.

During the first season, **Richard West** was the composer of the jazz waltz theme song over the opening credits. He was the arranger and conductor for Bobby Darin's hit song, *Mack The Knife*.

The opening credit theme song for the remainder of the series was composed by **Hugo Montenegro** (music) and **Buddy Kaye** (lyrics). The lyrics were deleted from the opening sequence and never heard during the show's run on television.

Gene Nelson was an actor, dancer, screenwriter and director. He was seen in such films as *Tea For Two*, *Lullaby Of Broadway* and *Oklahoma*. He also directed Elvis Presley in *Kissin' Cousins* and *Harem Scarum*.

Both Larry Hagman and Bill Daily did not like Nelson. The simplest explanation would be professional differences. Hagman and Nelson nearly came to blows during the filming of a scene when Hagman yelled at actor J. Carroll Naish in front of the entire crew for stumbling over his lines. Nelson directed eight episodes of the series during its first season.

Groucho Marx made a cameo appearance on the episode titled "The Greatest Invention In The World" which aired on January 9, 1967.

Jorja Curtright (Sidney Sheldon's wife) as Madame Zolta made an appearance on the episode titled "Bigger Than A Breadbox and Better Than A Genie" which aired on March 12, 1966.

Jeannie was NBC's last show to be filmed in black and white. The show was moved 5 times in 5 years.

For his writing contributions to the show, Sidney Sheldon used pseudonyms like Christopher Golato, Allan Devon and Mark Rowane.

A quote from Sidney Sheldon - "Larry Hagman was a bit of a problem. He wanted to be a star, but when you're in a show with a half-naked actress saying, 'What would you like, Master?', the audience isn't looking at you. So, I tried to write scripts that would build him up."

When doing a leap onto the sofa where Major Nelson was sitting, Eden's face landed on his knee, gashing her lip.

Quotes from Jackie Cooper Vice-President in charge of Screen Gems Television:

"I believe it was me who talked Sidney Sheldon into Larry Hagman".

"Jeannie was one of the most pleasant, professional experiences for me". Barbara Eden was an angel".

Barbara Eden Stand-in **Evelyn Moriarty** - In several motion pictures and television programs from 1959 to 1978, she was an uncredited stand-in. For both Barbara Eden and Marilyn Monroe, she was in films such as *Some Like It Hot*, *The Misfits* and *Let's Make Love* and *I Dream Of Jeannie*. Moriarty can be seen as herself in the documentaries *Marilyn Monroe: The Final Days* and *E! Mysteries and Scandals*.

Barbara Eden - was born on August 23, 1931, in Tucson, Arizona, to Alice Mary (née Franklin) and Hubert Henry Morehead. She is a descendant of Benjamin Franklin. After her parents' divorce, she and her mother moved to San Francisco, where her mother married Harrison Connor Huffman. At the age of 16, she became a member of Actor's Equity. Barbara also studied singing at the San Francisco Conservatory of Music and acting with the Elizabeth Holloway School of Theatre. As Barbara Huffman, she was elected Miss San Francisco in 1951 and she also entered the Miss California pageant.

Eden began her television career as a semi-regular on The Johnny Carson Show in 1955 as Barbara Huffman. She also made numerous featured appearances on television shows throughout the 1950's and 1960's. From 1957 to 1959, Eden starred in the syndicated comedy television series *How To Marry A Millionaire* which was based on the 1953 film of the same name.

She had minor roles in several films including *Will Success Spoil Rock Hunter?* She had a co-starring role in *Flaming Star* in 1960 with Elvis Presley.

Eden played supporting roles over the next few years, including *The Brass Bottle* from 1964. She was not the genie in this film. Burl Ives played that part. In 1965, producer Sidney Sheldon signed Eden to star in his upcoming fantasy sitcom *I Dream Of Jeannie* for NBC. Eden played this role for five years and 139 episodes. Additionally in eight episodes, Eden wore a brunette wig to portray Jeannie's evil sister (also named Jeannie) who lusts after Tony Nelson. Also, in two episodes she played Jeannie's mother.

After *I Dream of Jeannie*, Eden starred in a few pilots. Her first TV movie was called *The Feminist and The Fuzz*. She also starred opposite her *Jeannie* co-star Larry Hagman in the drama *A Howling in The Woods* in 1971. In 1978, she starred in the feature film *Harper Valley PTA* which led to a namesake television series in 1981. In both the movie and the TV series, Eden played the protagonist Stella Johnson.

Since then, Eden has made commercials, worked on stage in several plays and also appeared on many television programs as a musical guest star.

Her memoir, *Jeannie Out Of The Bottle*, was released on April 5, 2011. Barbara Eden turned 91 years old on August 23, 2022.

Larry Hagman - His mother, Mary Martin, became a Broadway actress and musical comedy star after his birth. When his mother moved to New York City to resume her Broadway career, Hagman lived with his grandmother in California. He graduated from high school in 1949 and decided to pursue acting.

In 1951, Hagman appeared in the London production of *South Pacific* with his mother and stayed in the show for nearly a year. By 1952, he had received his draft notice and enlisted in the United States Air Force.

After leaving the Air Force in 1956, Hagman returned to New York City where he appeared in the off-Broadway play *Once Around The Block* by William Saroyan.

Hagman's first television role was as Kenneth Davidson in the 1957 episode "Saturday Lost" of the crime drama, *Decoy*, starring

Beverly Garland. In 1961, he joined the cast of daytime soap opera *The Edge Of Night* as Ed Gibson and stayed in that role for two years. In 1964, Hagman made his film debut in *Ensign Pulver*, which featured a young Jack Nicholson. In 1965, Larry Hagman was cast as "genie" Barbara Eden's master and Air Force Captain (later Major) Anthony Nelson in *I Dream Of Jeannie*.

In 1999, after 29 years, Hagman agreed to reunite with Jeannie co-stars Barbara Eden and Bill Daily and creator/producer Sidney Sheldon on *The Donny and Marie Show*. In 2002, when *I Dream Of Jeannie* was set to join the cable channel TV Land, Hagman once again took part in a reunion with Eden and Daily, this time on *Larry King Live*. On the TV Land Awards in March 2004, Hagman and Eden were the first presenters to reunite on stage.

In 1978, Hagman was offered two roles on two television series that were debuting. One was for *The Waverly Wonders* and the other for *Dallas*. When Hagman read the *Dallas* script at his wife's suggestion, they both concluded it was perfect for him. For his performance as J.R. Ewing, Hagman was nominated for two Emmy Awards for Outstanding Lead Actor in a Drama Series in 1980 and 1981, but did not win. He was also nominated for four Golden Globe Awards, between 1981 and 1985. Hagman was the only actor to appear in all 357 episodes.

Bill Daily - was born Willard Carroll Smith James Daily. He worked for the NBC television station WMAQ in Chicago as an announcer and floor manager. He eventually became a staff director. Daily stated that preparing for a Chicago-area Emmy Award telecast, he asked a young Bob Newhart to come up with a routine about press agents that resulted in the routine "Abe Lincoln vs. Madison Avenue". During his days off, Daily drove to

Cleveland to write, direct and perform on *The Mike Douglas Show*. In 1963, Steve Allen appeared on *The Mike Douglas Show*, saw Daily do a comedy bit and offered him a job in Los Angeles as an announcer, writer and performer on his syndicated show.

In the early 1960's, Daily appeared in guest spots on *My Mother the Car*, *The Farmer's Daughter* and *Bewitched*. In 1965, writer Sidney Sheldon took notice of Daily's work and hired him for the supporting role of Army Major Roger Healey, on *I Dream of Jeannie*. By 1972, two years after *I Dream of Jeannie* was canceled, Daily was back on television as Howard Borden in *The Bob Newhart Show*. Daily's most notable post-Newhart role was another supporting character, that of Larry the psychiatrist on the cult favorite *ALF* in 1986.

Hayden Rorke - He was the son of screen and stage actress Margaret Hayden Rorke, taking his stage forename from her maiden name. Rorke began his stage career in the 1930's with the Hampden Theatrical Company. During World War II, he enlisted in the United States Army, where he made his film debut in the musical *This Is The Army*.

He played several guest roles on television between 1960 and 1963. Rorke also appeared in television programs such as *I Love Lucy*, *The Twilight Zone*, *Peter Gunn*, *The Andy Griffith Show*, *Bonanza*, *Mister Ed*, *The George Burns and Gracie Allen Show*, *The Beverly Hillbillies* and *The Love Boat*. Rorke was best known for his role as Dr. Bellows, the NASA medical officer in the television sitcom *I Dream of Jeannie*. In the early 1980's, Rorke returned to the theater, making a number of live stage appearances.

Barton MacLane - was an outstanding college football player at Wesleyan University and also played several musical instruments, including the violin, piano, and guitar. He appeared in bit roles for Paramount at their Astoria Studios, including The Marx Brothers' debut film *The Cocoanuts* in 1929. He also played mobster Brad Collins in *'G' Men* from 1935 with James Cagney. Additionally, MacLane was Lt. Detective Dundy in *The Maltese Falcon* with Humphrey Bogart.

MacLane was the ideal tough guy suitable for westerns and the type of films noir Warner Brothers produced. In the 1960's MacLane cultivated a good-guy image as Marshal Frank Caine in the western series *Outlaws* as well as showing up in a recurring role as Air Force Gen. Martin Peterson in *I Dream of Jeannie*.

Sammy Davis, Jr. - At age three, Davis began his career in vaudeville with his father Sammy Davis Sr. and the Will Mastin Trio, which toured nationally, and his film career began in 1933. In 1960, he appeared in the Rat Pack film *Ocean's 11*. In 1966, he had his own TV variety show, titled *The Sammy Davis Jr. Show*. While Davis's career slowed in the late 1960s, his biggest hit, "The Candy Man", reached the top of the Billboard Hot 100 in June of 1972 and he became a star in Las Vegas, earning him the nickname "Mister Show Business".

George Schlatter - was a Hollywood agent in the band and act department of MCA Records. After several years, he left to become general manager at the Sunset Strip nightclub *Ciro's*. The comedy team of Dan Rowan and Dick Martin performed there. Between 1964 and 1970, he oversaw the annual telecast of the Grammy Awards. In 1968, he formed George Schlatter Productions, noted for *Rowan and Martin's Laugh-In* on NBC.

Gary Owens - was an American radio announcer, personality, disc jockey and voice actor. His polished baritone speaking voice generally offered deadpan recitations of total nonsense. He joined the staff of radio station 710 KMPC in Los Angeles in 1962, where he remained for the next two decades, replacing previous afternoon host Johnny Grant, working the 3:00PM to 6:00PM shift Monday through Friday.

His regular on-air radio terms included "krenellemuffin", as in "We'll be back in just a krenellemuffin." Gary always credited his radio engineer at the end of his broadcast: "I'd like to thank my engineer, Wayne Doo, for creebling at the turntables" (referring to KMPC engineer Wayne DuBois). He also created the previously non-existent colors "veister" and "krelb".

Gary Owens created a few comic characters of his own, such as the gruff old man Earl C. Festoon and his wife Phoebe Festoon, the stuffy old businessman Endocrine J. Sternwallow, and the goofy good ol' boy, Merle Clyde Gumpf. Another character was crotchety old cantankerous Mergenthaler Waisleywillow.

Owens was the hand-on-the-ear announcer in the booth on *Rowan & Martin's Laugh-In*, all the while continuing his show on KMPC. He also hosted its daily game show spin-off, *Letters to Laugh-In*, during its brief run in 1969.

Arte Johnson - was a comic actor who was best known for his work as a regular on television's *Rowan & Martin's Laugh-In*. During his early career, he made numerous guest appearances of television shows such as *The Danny Thomas Show*, *The Twilight Zone*, *The Andy Griffith Show*, *The Dick Van Dyke Show* and *Dr. Kildare*.

Johnson is best known for his work on *Rowan & Martin's Laugh-In* from 1968 to 1973, on which he played many characters, including "Wolfgang," a cigarette-smoking German soldier and "Tyrone F. Horneigh", the white-haired, trench coat-wearing "dirty old man" who repeatedly sought to seduce "Gladys Ormphby".

Judy Carne - was born Joyce Audrey Botterill and was known professionally as Judy Carne. She was an English actress best remembered for the phrase "Sock it to me!" on *Rowan & Martin's Laugh-In*. She co-starred in *The Baileys of Balboa* and later co-starred with Peter Duel in *Love On A Rooftop*. She also made several appearances on *The Man From U.N.C.L.E.*

On *Rowan & Martin's Laugh-In*, Carne gained stardom. Her most popular routine ended with her saying "Sock it to me!," at which point she was doused with water or assaulted in some other way. Carne was a regular in the first two seasons from 1968 to 1969.

Her autobiography, *Laughing on the Outside, Crying on the Inside: The Bittersweet Saga of the Sock-It-To-Me Girl* (1985), detailed her marriage to Burt Reynolds and her experiences with drugs. Carne moved back to Northamptonshire, England, in the 1980's, living quietly in the village of Pitsford for the rest of her life.

Sid Melton - was born Sidney Meltzer in 1917. He made his stage debut in a 1939 touring production of *See My Lawyer*. In films, he appeared in *On The Town*, *The Geisha Boy*, *The Tunnel Of Love*, and *Blondie Goes To College*.

Melton played the roles of incompetent carpenter Alf Monroe in *Green Acres* and Uncle Charlie Halper, proprietor of the Copa Club, in *The Danny Thomas Show* and its spin-offs. Overall, he appeared in about 140 film and television projects in a career that spanned nearly 60 years.

REFERENCES

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