

= All That Glitters ( TV series ) =

All That Glitters is an American sitcom by producer Norman Lear . It consisted of 65 episodes and aired between April 18 and July 15 , 1977 in broadcast syndication . The show , a spoof of the soap opera format , depicted the trials and tribulations of a group of executives at the Globatron corporation . The twist of the series was that it was set within a world of complete role @-@ reversal : Women were the " stronger sex , " the executives and breadwinners , while the " weaker sex " ? the men ? were the secretaries or stay @-@ at @-@ home househusbands . Men were often treated as sex objects .

The series features Eileen Brennan , Greg Evigan , Lois Nettleton , Gary Sandy , Tim Thomerson and Jessica Walter . Comic actor and cartoon voice artist Chuck McCann was also a regular . Linda Gray played transgender fashion model Linda Murkland , the first transgender series regular on American television .

Before and after its premiere , All That Glitters was negatively received and the series lasted just 13 weeks .

= = Production = =

All That Glitters was series creator Norman Lear 's attempt to duplicate his success with the syndicated soap opera spoof Mary Hartman , Mary Hartman . Lear described the premise simply : " God created Eve first , took out her rib and gave her a companion so she wouldn 't be lonely . " Lear came up with the idea on a trip to Washington , D.C. :

" I had visited the Institute of Policy Studies , and I just loved the whole thing . And I thought there was a series in it ? a five @-@ times @-@ a @-@ week series : I went to bed thinking about that , and I woke up the next morning thinking what would happen if the male @-@ female equation were changed ? What would happen if the women had all the power and all the advantage , and the men had what the women normally would have ? ?

The world of All That Glitters had always been female @-@ dominated but Lear also used the series to comment on changing sex roles in the United States in the 1970s .

Former Major League Baseball player Wes Parker almost literally walked into his role . He was doing play @-@ by @-@ play reporting for a Los Angeles television station owned by Lear 's partner , Jerry Perenchio . " Lear casually asked if I 'd be interested in the part . I said yes , but knew it was out of the question , because in real life things don 't happen that way . Nobody walks in and gets on a Norman Lear show . I read for the part , got it and didn 't sleep at all that night . " Linda Gray was somewhat non @-@ plussed upon being offered the role of transgender Linda Murkland . " I remember meeting Norman and him saying , ' You 'll be perfect for the role . ' I didn 't know whether to take that as a compliment or what . " To prepare for her role , Linda Gray asked Lear to arrange for her to meet with a transgender woman . Gray met with her for several hours prior to the beginning of filming and on a couple of occasions during production . Lois Nettleton reportedly based her characterization of Christina Stockwood on Clark Gable . Production started in early March 1977 with director Herbert Kenwith .

In test screenings prior to its premiere , reaction to the show was sharply divided . According to executive producer Stephanie Sills , the strongest negative reaction came from male executives . " They didn 't mind being portrayed by women . It was simply that they detest the way we depicted them . " Feminists were uncertain how to react to the series , with some being concerned that audiences would not perceive the show as satire but as an attempt to represent how a female @-@ dominated society would actually operate . Lear marketed the program through his company , TAT Syndication . The series ran five nights a week .

= = Cast = =

Barbara Baxley ? L.W. Carruthers , President of Globatron  
Eileen Brennan ? Ma Packer

Vanessa Brown ? Peggy Horner , Globatron executive  
Anita Gillette ? Nancy Langston , Globatron executive  
Linda Gray ? Linda Murkland , model  
Jim Greenleaf ? Jeremy Stockwood , Christina 's son  
David Haskell ? Michael McFarland , Andrea 's boyfriend  
Chuck McCann ? Bert Stockwood , Christina 's husband  
Lois Nettleton ? Christina Stockwood , Globatron executive  
Wes Parker ? Glenn Langston , Nancy 's husband  
Gary Sandy ? Dan Kincaid , Globatron secretary  
Louise Shaffer ? Andrea Martin , lawyer  
Marte Boyle Slout ? Grace Smith , Globatron executive  
Tim Thomerson ? Sonny Packer  
Jessica Walter ? Joan Hamlyn , agent

= = Critical reaction = =

All That Glitters debuted the week of April 18 , 1977 on about 40 stations in late @-@ night syndication . It was poorly critically received , with one reviewer going so far as to call the show 's theme song " blasphemous " for suggesting that God was female and created Eve first . Time magazine sharply criticized the series , calling it " embarrassingly amateurish " , with " flaccid " and " wearying " jokes , flat writing , " mediocre " acting and " aimless " direction . The Wall Street Journal concurred , saying that while the series ' role @-@ reversal premise may have been adequate for a play or film , it was too limiting to serve as the basis for a continuing series . These limitations showed up most clearly , the Journal says , in the lead performances . Although praising the performers themselves as talented , they are cited for being " unable to infuse much life into their roles " . The Journal pegs the fundamental problem with All That Glitters as that " its characters are not people at all , merely composites of the least attractive characteristics of each sex . The satire focuses not on the way real , recognizable people behave , but on stereotypes and cliches about masculine and feminine attitudes . Even when stood on their heads , they still remain stereotypes and cliches . "

New Times Magazine was much more receptive to the series . Although labeling it " unquestionably the weirdest [ show ] that Lear has ever produced " , New Times found that the series was not " a satire of mannerisms but of attitudes " . All That Glitters required that viewers watch closely to pick up on the subtleties and nuances , " not so much for what the show says , but for the way that it 's said " .

All That Glitters , after initially capturing 20 % of viewers in major markets in its opening weeks , had lost about half of that audience mid @-@ way through its run . The series was cancelled after 13 weeks , last airing on July 15 , 1977 . Although the show was panned , it and Lear , along with Mary Hartman , Mary Hartman , are credited with expanding the subject matter that television producers were able to explore with lessened fear of antagonizing sponsors or viewers .

In the years since the series , it has garnered something of a positive reputation , with one critic listing it and other Lear efforts as " imaginative shows that contained some of the most striking satires of television and American society ever broadcast " .

While the show itself was unsuccessful , it did spawn a hit song . " You Don 't Bring Me Flowers " , which had been written with the intention of its being the theme song , was recorded by Neil Diamond and Barbra Streisand and made it to # 1 on the Billboard Hot 100 . By the time the show made it to air , another song had been chosen as the theme . The replacement , " Genesis Revisited " , was later described by the New York Times as " sparkl [ ing ] with witty rhymes and a punchy good humor " . The song was performed by Kenny Rankin . The lyrics for both songs were written by Alan and Marilyn Bergman ( the music for " Genesis Revisited " is credited solely to Alan Bergman ) .