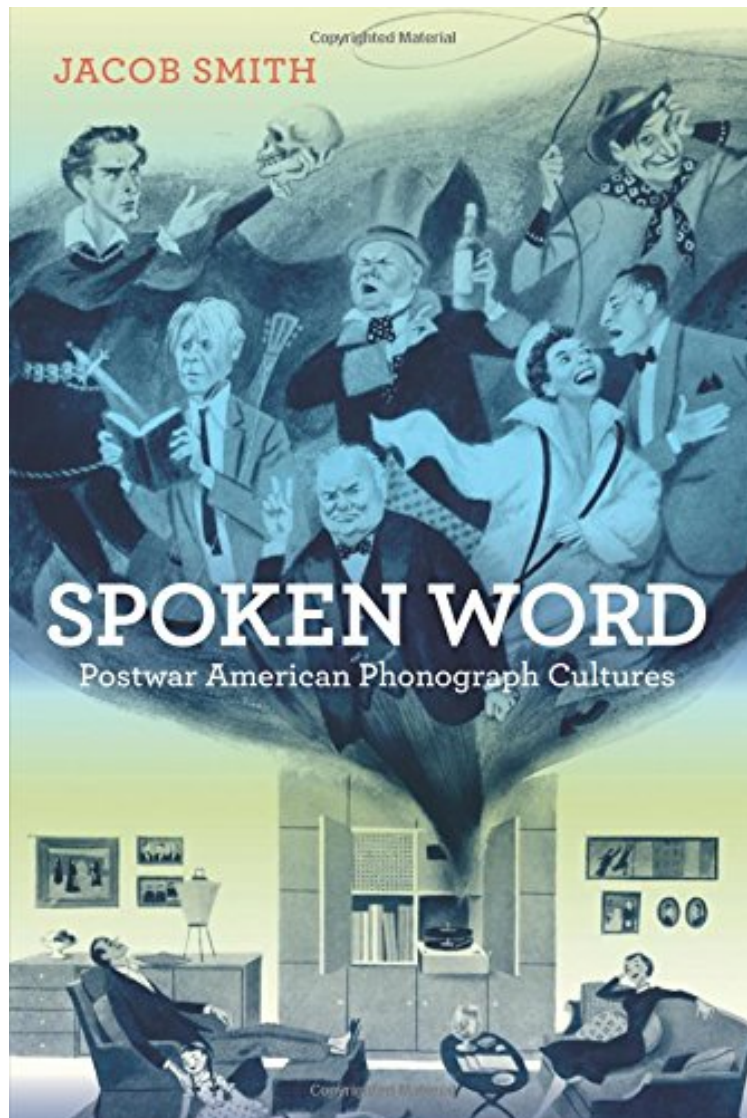


## Spoken Word: Postwar American Phonograph Cultures

Jacob Smith

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**Jacob Smith : Spoken Word: Postwar American Phonograph Cultures** before purchasing it in order to gage whether or not it would be worth my time, and all praised Spoken Word: Postwar American Phonograph Cultures:

From the 1940s to the 1970s, the phonograph industry experienced phenomenal growth, both in sales and in cultural influence. Along with hugely popular music recordings, spoken word LPs served a multitude of functions and assumed an important place in the American home. In this book, Jacob Smith surveys a diverse range of spoken word

genres including readings of classic works of literature and drama, comedy albums, childrens records, home therapy kits, even eroticato illuminate this often overlooked aspect of the postwar entertainment industry and American culture. A viable alternative to mainstream broadcasting, records gave their listeners control over what they could hear at home. Smith shows how the savvy industry used spoken word records to develop markets for children, African Americans, women, and others not well served by radio and television.

Recommended.