



By Mark Edward Wilows

Picture it. The year was 1965. President Johnson was in office. The Beatles were all over the music charts. The Huntley-Brinkley report and the first televised football game are broadcast in color. And Julie Andrews first TV special airs on NBC.

Then, on November 6th out of TV sets blared the words "Like Sands Through The Hourglass, So are The Days of our Lives," and now, over four decades later and celebrating its 12,000 episode this past January 11th , those words are immortalized.

Times have changed. Technology has changed, and keeping up with it all the show has blended right in with the fabric of America, making it one of the most watched daytime TV shows. Several years ago the show had a teen hangout called "DotCom."

Days of our Lives has maintained a loyal following and some viewers would call it their "second family."

"Oh without a doubt. I laughed, I cried, I went to weddings and funerals," said Mabel DeVries, (a 40 year viewer in Illinois) "I feel like I raised the Horton kids and grandkids, and guess what? I baked Alice's (Frances Reid) donuts."

Steve Mosko, president of Sony Pictures said, "We appreciate the support over the years and, as the show celebrates this significant milestone, we are thrilled that the show will continue to be part of the NBC family." (Incidentally Days was picked up into 2014).

