

## 1930s TIME LINE

### ■ 1930

- Uruguay beats Argentina 4 - 2 to win the first-ever soccer World Cup.
- Scotch tape is invented in the U.S.

### ■ 1931

- J. Schick markets the electric razor in the U.S., and Alka Seltzer makes its appearance.
- The Empire State Building is opened as the world's tallest structure.
- Al Capone is found guilty of tax evasion and sent to prison.

### ■ 1932

- Charles Lindbergh, Jr., Baby Lindy, is kidnapped from his crib, the first "crime of the century."
- Existence of protons, neutrons, and electrons is confirmed.

### ■ 1933

- The Boeing 247 airliner, capable of cruising at 189 mph, enters regular service.
- Monopoly, the world's best-selling board game, is invented by Parker Brothers in the U.S.

### ■ 1934

- Du Pont introduces nylon.
- Cat's-eyes road reflectors are invented in Britain.

### ■ 1935

- George Gallup pioneers reliable opinion polling in the U.S.
- Catastrophic dust storms devastate American farmlands, forcing mass migrations.
- Penguin Books launches the "paperback book" revolution in Britain.

### ■ 1936

- Ferdinand Porsche unveils the prototype Volkswagen "Beetle," and millions of German workers subscribe to saving schemes to buy one, but few will be built until after WWII.
- Jesse Owens wins four gold medals at the Berlin Olympic games - to Hitler's consternation.
- The first vitamin pills are marketed in the U.S.

### ■ 1937

- The Golden Gate Bridge opens to traffic in San Francisco.
- British engineer Frank Whittle builds the first jet engine.
- Nescafé, the first commercially successful instant coffee, is made by the Swiss Nestlé Company.
- Disney issues *Snow White and the Seven Dwarfs*, the first all-color cartoon feature film with sound.

### ■ 1938

- Hungarian Laszlo Biro patents the ballpoint pen, using quick-drying printer's ink.
- America's Du Pont corporation manufactures nylon to make toothbrushes, and nylon stockings are first sold in 1939.

### ■ 1939

- Pan American Airways begins regular transatlantic flights.
- Hollywood's "Golden Year" sees premieres of *Casablanca*, *Gone with the Wind*, and *The Wizard of Oz*.
- The Second World War breaks out.

## LIFE IN THE 1930S

**Miniature Golf** became the first full-fledged recreation fad of the 30's "to cure the depression blues". Mini-golf courses sprang up everywhere. Hotels and highway 'filling' stations were the most popular places. There were over 40,000 mini-golf courses in the early 1930's.

**Pinball** became an American male passion in the 30's. It cost a penny a game to play.

**Jukeboxes** - Prohibition and the Great Depression played a major role in boosting the jukebox industry. Smaller speakeasies couldn't afford live bands. A nickel could entertain a large gathering of fans.

**Goldfish Swallowing** became a follie with many college students. It began at Harvard University and through newspaper coverage it gained popularity. The press even instructed the safest way to swallow a live fish! *Let it wiggle until you feel it at the backmost reaches of the throat. Then quickly swallow. Do not attempt to swallow a fish thrashing near the front of the oral cavity.*

**Other Preposterous Follies:** phone-booth stuffing, piano smashing, party raids, streaking, car-stuffing.

**Supermarkets** were a new concept and a Depression-age godsend! The supermarket innovator, Mike Cullen's motto was, "Pile it High and Sell it Cheap". Along with the supermarket came parking lots and shopping carts.

**Bingo** - The bingo craze began during the Depression. By the mid-30's it was an established Roman Catholic pastime with more than 10,000 games around the country, many supporting cash-short parishes.

**Prohibition** was finally repealed on April 7, 1933. It had gone into effect in the 1920's with the ratification of the 18th amendment. (In 1935, Alcoholics Anonymous was founded.)

**Buzzwords:** dole, fireside chat, jitterbug, New Deal, swing

**Dances:** Swing Time, Lindy, Big Apple, Lambeth Walk, Samba

**Popular Songs:** *Embraceable You, On the Sunny Side of the Street, A Shanty in Old Shanty Town, When the Moon Comes Over the Mountain, Easter Parade, Who's Afraid of the Big Bad Wolf, Tumbling Tumbleweeds, La Cucaracha, Santa Claus is Coming to Town, On the Good Ship Lollipop, Summertime, Cheek to Cheek, Lullaby of Broadway, I've Got You Under My Skin, September in the Rain, Beer Barrel Polka, My Heart Belongs to Daddy, Whistle While You Work, God Bless America.*

## HERE'S WHAT WAS PLAYING AT THE MOVIE HOUSES

- Shirley Temple Movies: *Curly Top, Little Miss Marker and Rebecca of Sunnybrook Farm*
- M-I-C-K-E-Y M-O-U-S-E: Disney made 21 Mickey Mouse Cartoons in the first 2 years of the 30's
- *Snow White*
- *Gone With the Wind*
- *Three Little Pigs*
- *The Hit Parade*
- *Tarzan*
- *Flying Down To Rio* with Fred Astaire and Ginger Rogers
- *Public Enemy* with Jean Harlowe
- *Stagecoach* with Marion Michael Morrison (aka John Wayne)
- *Tom & Jerry*