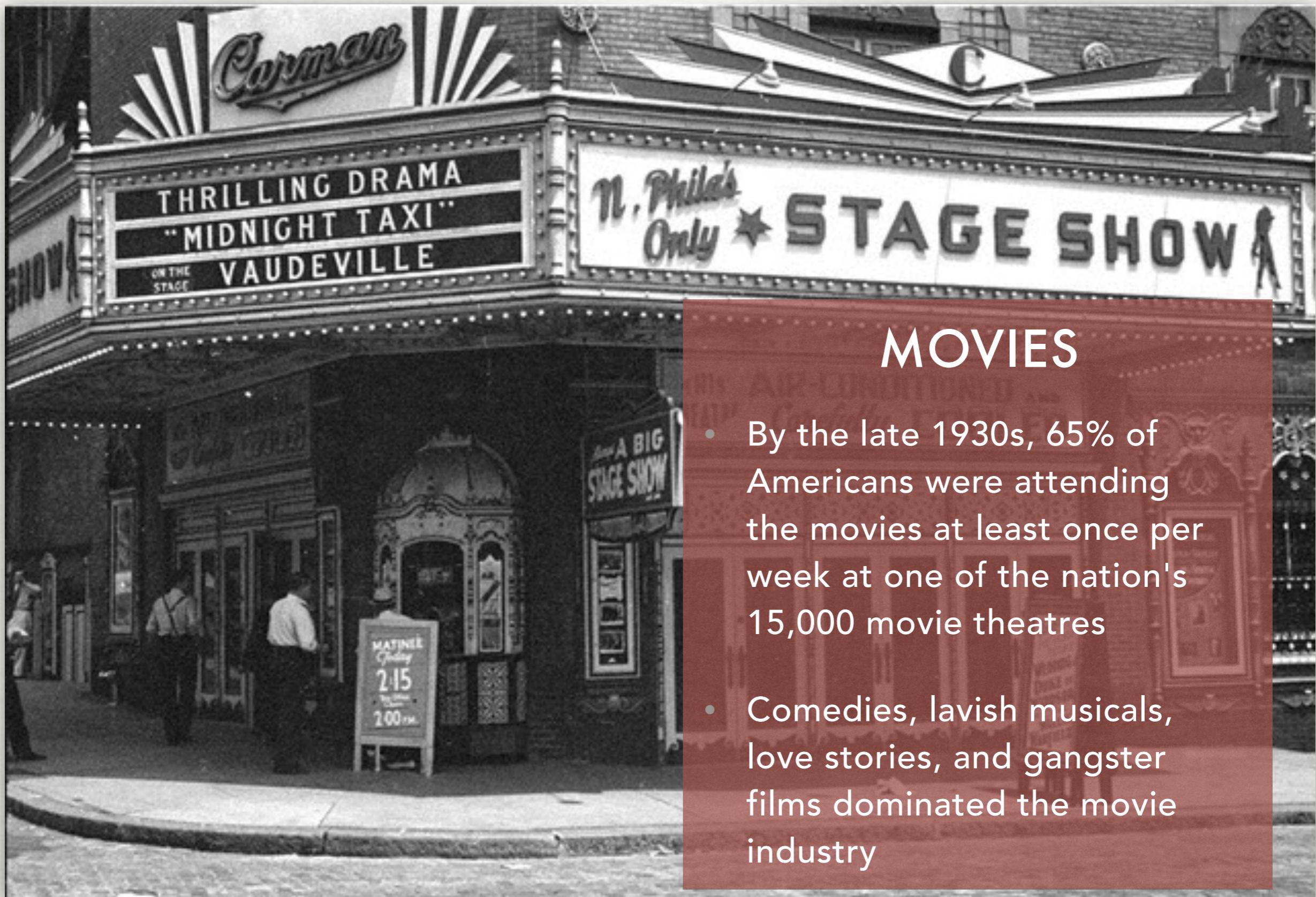


THE NEW DEAL CULTURE IN THE 1930S

CULTURE IN THE 1930S



MOVIES

- By the late 1930s, 65% of Americans were attending the movies at least once per week at one of the nation's 15,000 movie theatres
- Comedies, lavish musicals, love stories, and gangster films dominated the movie industry

MOVIE STARS OF THE 1930S



Clark Gable



Marlene Dietrich



James Cagney

FAMOUS FILMS OF THE 1930S

- One of the most famous films of the era was *Gone with the Wind* (1939)



Fred Astaire and Ginger Rogers



FAMOUS FILMS OF THE 1930S



*Snow White and
the Seven
Dwarfs, 1938*

The Wizard of Oz, 1939

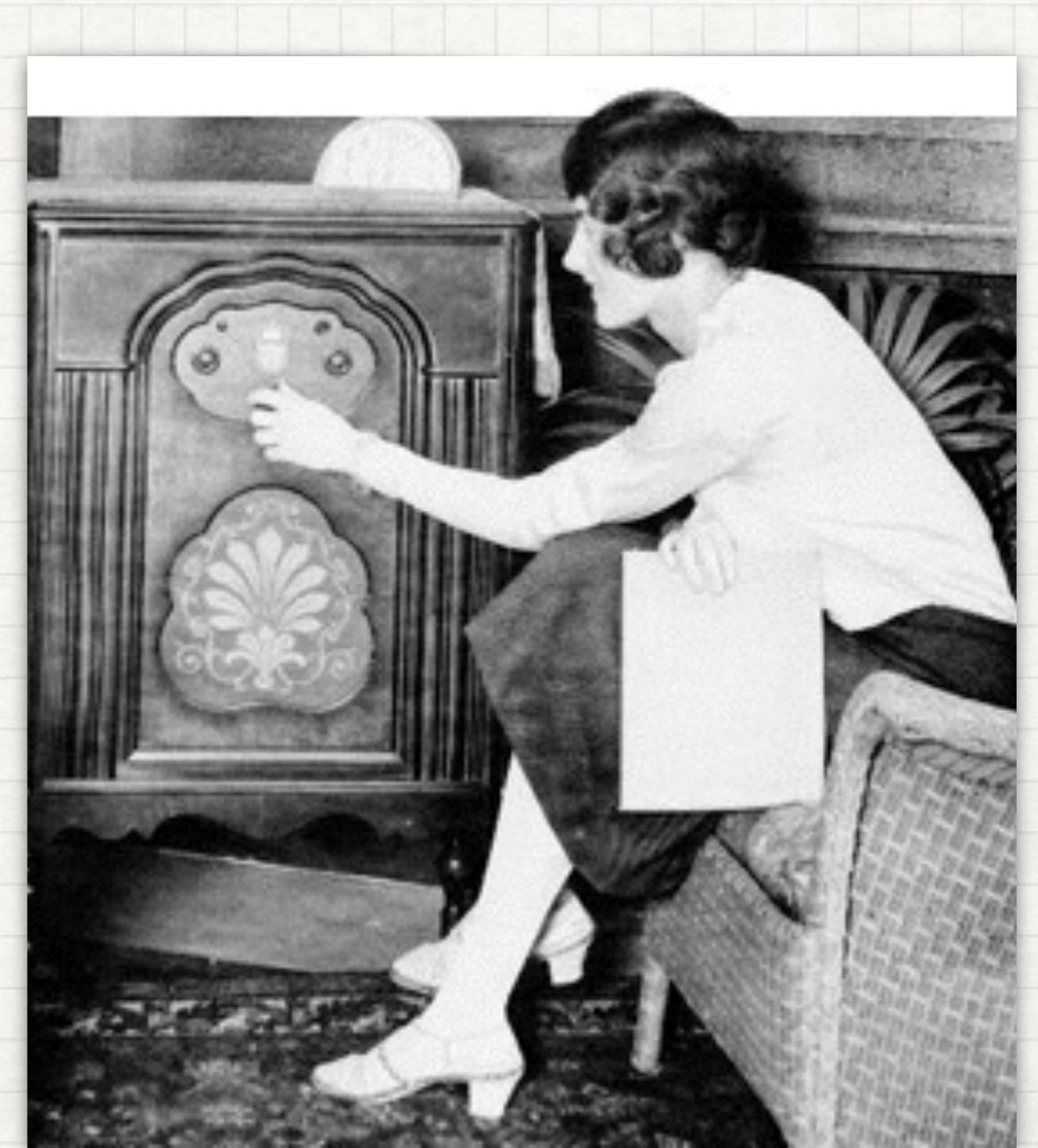
RADIO: THE ORIGINAL ENTERTAINMENT

- Sales of radios greatly increased in the 1930s from 13 million in 1930 to 28 million by 1940
- Nearly 90% of American homes owned a radio



POPULAR RADIO SHOWS

- Popular radio shows included comedies with Bob Hope, Jack Benny, and the duo of Burns and Allen
- Soap operas (named because they were sponsored by soap companies) ran in the mornings, kids shows in the afternoon, and entertainment at night



FAMOUS RADIO MOMENTS

Fall Business Wanted!
Advertisement in Tomorrow's, Wednesday's, Thursday's and Friday's Globe. Read the ad in the Globe every day.

The Boston Daily Globe
BOSTON, MONDAY MORNING, OCTOBER 31, 1938—EIGHTEEN PAGES (2) TWO CENTS

RADIO PLAY TERRIFIES NATION

READY FOR HALLOWEEN

BILLY BOWELL AND LEE GRIFFIN
Wear their first pair of their "greatest" costumes.

Police, Youth Groups Plan Safer and Saner Halloween

3 FIRES SET IN SO. END HOTEL

52 Guests, Employees Held in Darkness as Police Hunt Incendiary

Fifty-two guests and all employees were held without power behind the locked doors of Hotel LeMelle, South End, last night, while police hunted through the smoke and debris of the charred building for a criminal.

Three fires were set on different floors of the hotel and the main electric light line into the building was cut west of Commonwealth Avenue at 9:30 and 8:35. At 7:30 last night, fire still in darkness, with people and hotel employees isolated in rooms on the upper and roof-deck excepting.

Electric light service was planned before midnight.

Feeding time
Continued on Page 14

PATROL WAGON, AUTO CRASH

THE PERSONS WERE INJURED IN HEDDICK ST., BRIGHTON.

FAIL TO CLAIM BLUENOSE CUP

POLICE, BRIDAL Mystery Veils Fatal Injuries

AUTOS IN CRASH T. WIFE, R. W.

Want Advertisements
To Put, Sell, Give or Run any
kind of advertisement in the Globe's
Want Columns. For the Daily
Globe—Use the Sunday Globe.

Mars Invasion Thought Real

Hysteria Grips Folk Listening In Late

Many Fear World Coming to End

NEW YORK, Oct. 30.— As the October moon shone brightly over the city, thousands of people and drivers gazed upwards from pavements of the Manhattan pier provided with a long, low, radio broadcast booth. From the booth, a speaker announced a successful and interesting broadcast of the first moon from space.

Excited and waiting people left their homes unoccupied, businesses, and public places, and the streets.

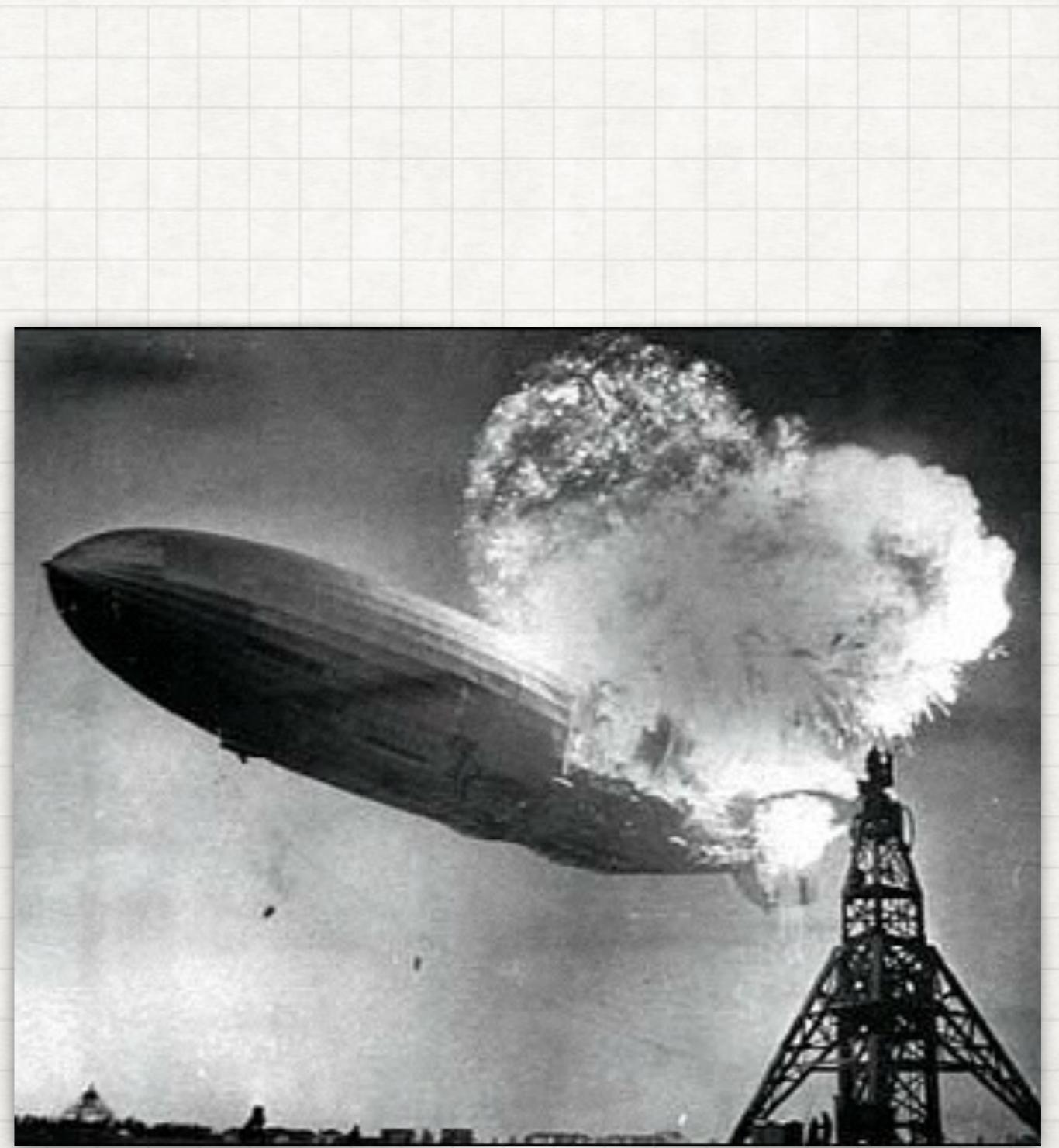
"The old moon!"

It was a radio station of W. O. W. Media's organization with some 200

LIVE NEWS COVERAGE

- Radio captured news as well as providing entertainment
- One of the first worldwide broadcasts was the horrific crash of the Hindenburg, a German Zeppelin, in New Jersey on May 6, 1937
- Such immediate news coverage became a staple in society

The Hindenbrug caught fire and was utterly destroyed within a minute of the 97 people on board, 13 passengers and 22 crew-members were killed



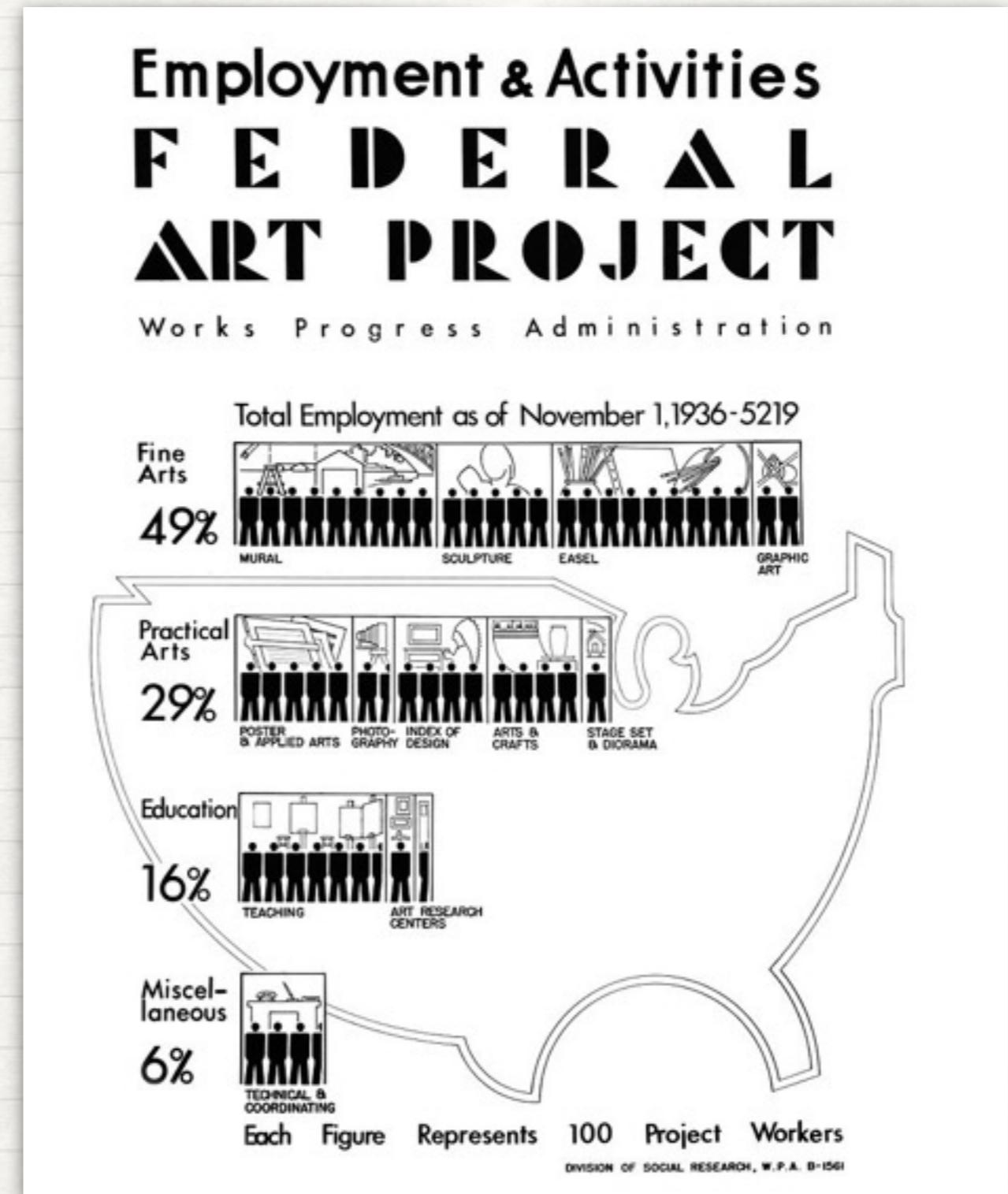
ROOSEVELT'S FIRESIDE CHATS

- FDR communicated to Americans via radio
- His frequent "Fireside Chats" kept Americans informed of the government's efforts during the Depression



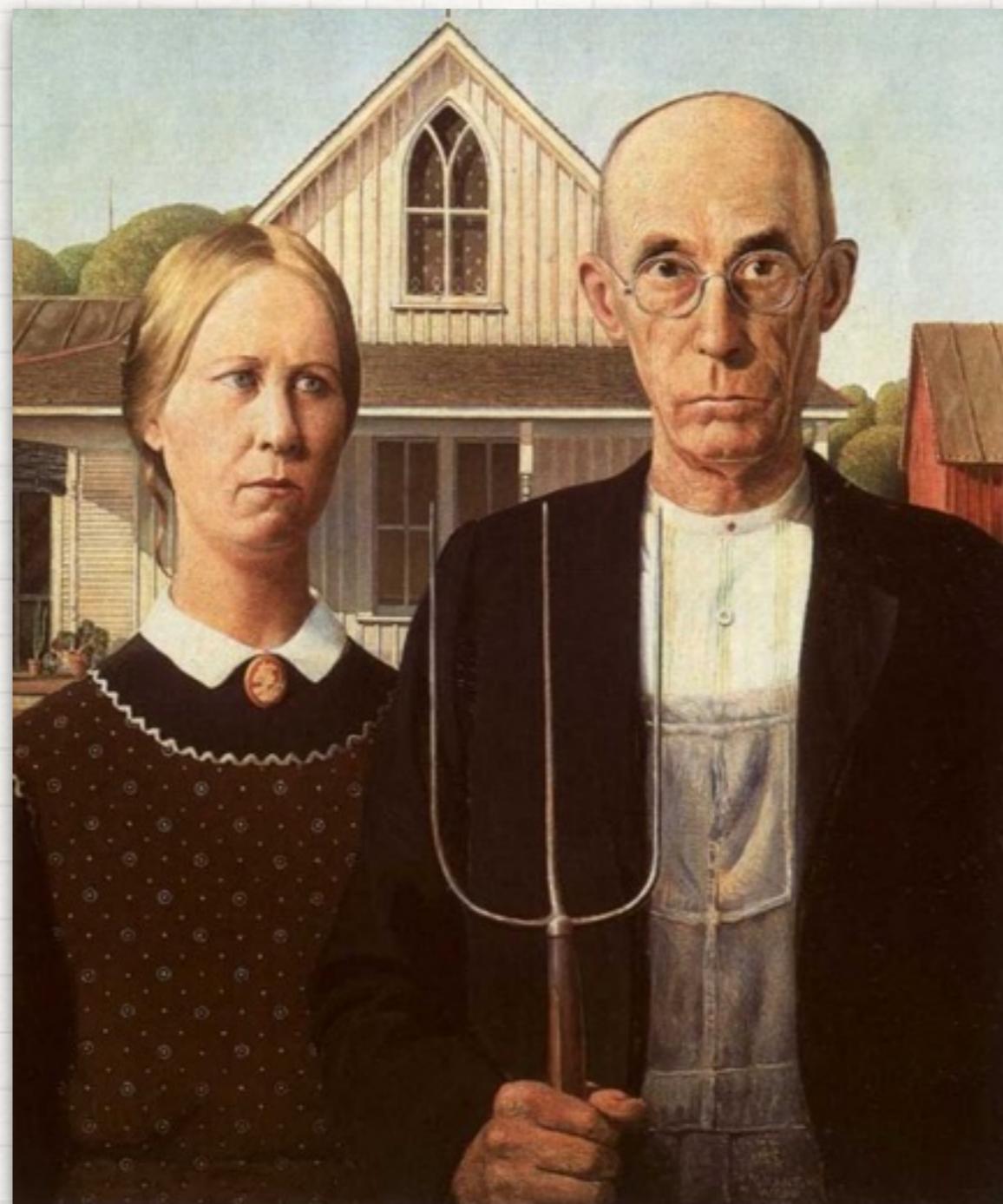
ART DURING THE GREAT DEPRESSION

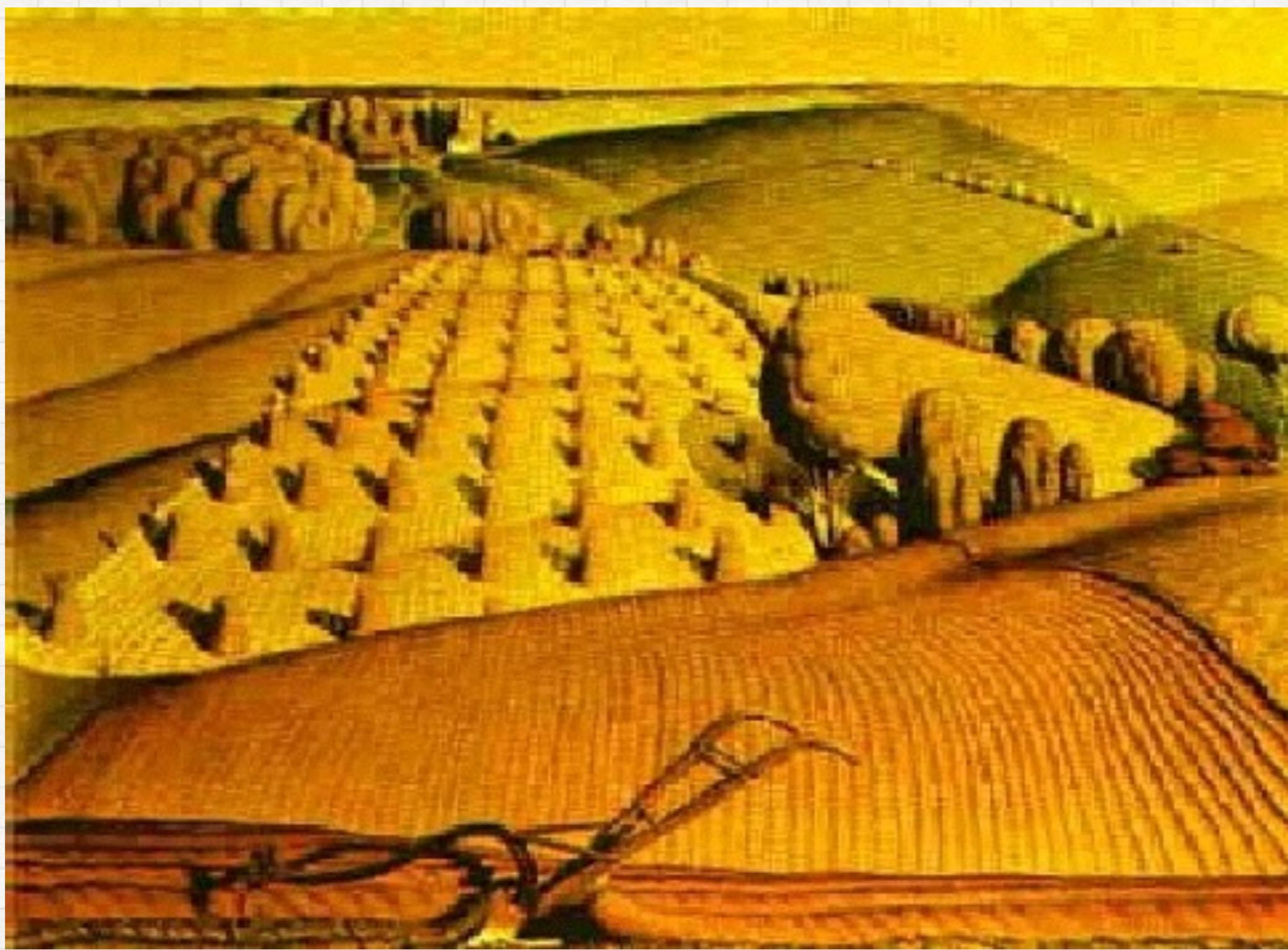
- The Federal Art Project (branch of the WPA) paid artists a living wage to produce art
- Projects included murals, posters, and books
- Much of the art, music, and literature was sober and serious



ARTISTS HERALDED

- Painters like Edward Hopper, Thomas Hart Benton, and Iowa's Grant Wood were all made famous by their work in the WPA program
- Photographer Dorothea Lange gained fame from her photos during this era (featured throughout this presentation)





Grant Wood's *Fall Plowing*, 1931



Edward Hopper's *Railroad Sunset*, 1929



Mabel Dwight's *In the Crowd*, 1931



Thomas Hart Benton's *Mine Strike*



Thomas Hart Benton's *Lord, Heal the Child*, 1934



Nicolai Cikovsky's On the East River, 1934

GUTHRIE'S MUSIC CAPTURES ERA

- Singer Woody Guthrie used music to capture the hardship of the Great Depression
- Guthrie traveled the country singing about America



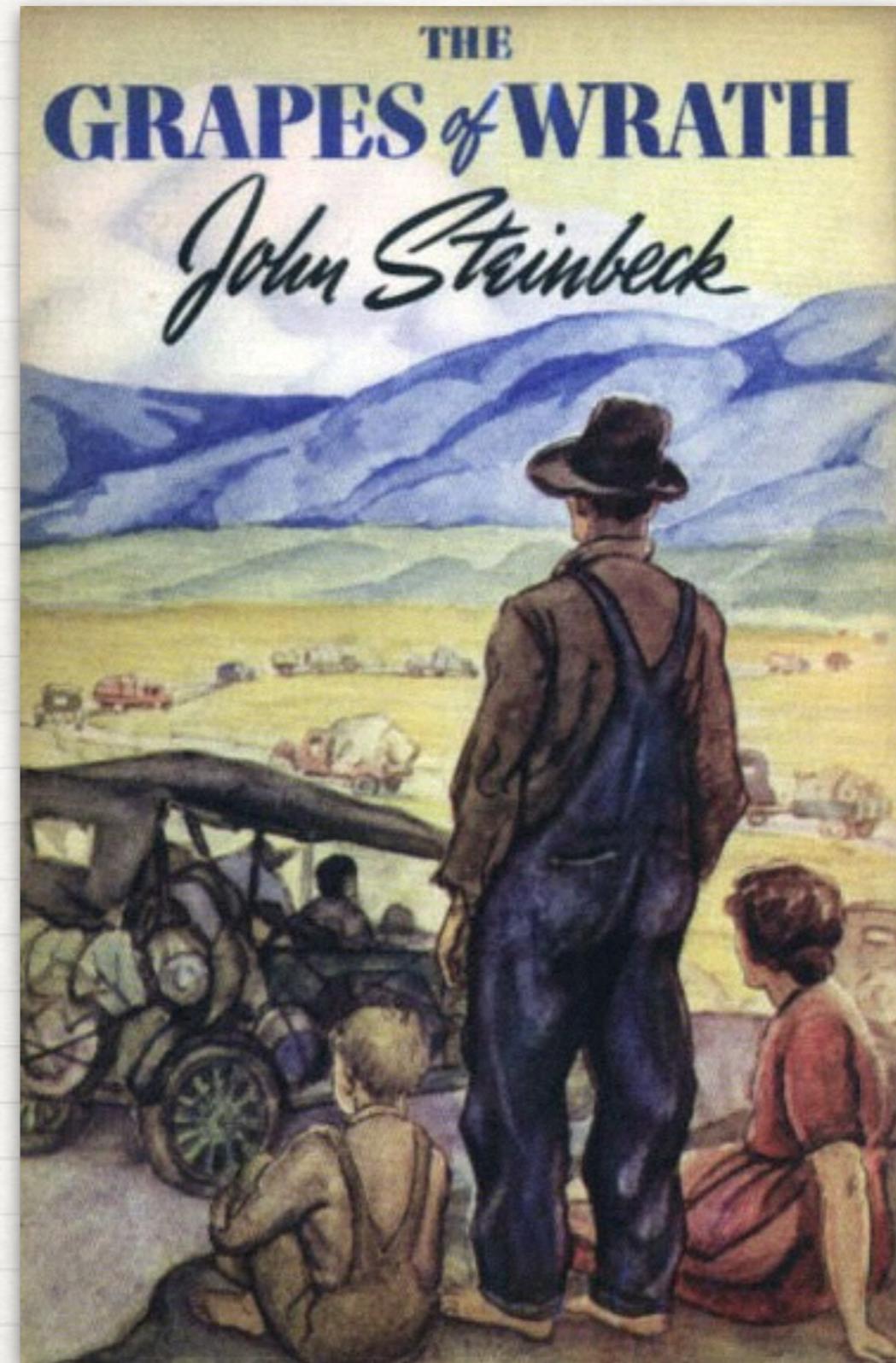
WRITERS DEPICT AMERICAN LIFE

- The Federal Writers' Project (branch of WPA) paid writers to write
- Richard Wright's acclaimed *Native Son* was written for the project



JOHN STEINBECK RECEIVES ACCLAIM

- American writer John Steinbeck received assistance from the Federal Writers' Project
- He published his most famous book, *Grapes of Wrath* (1939), as part of the program



THE NEW DEAL

THE IMPACT OF THE NEW DEAL

IMPACT OF THE NEW DEAL

- Over time, opinions about the merits of the New Deal and FDR have ranged from harsh criticism to high praise—usually along partisan lines
- Conservatives felt FDR made government too huge and too powerful
- Liberals countered that FDR socialized the economy because Americans needed help



LEGACIES OF THE NEW DEAL



- **FDIC**– banking insurance critical to sound economy
- **Deficit spending** has become a normal feature of government
- **Social Security** is a key legacy of the New Deal in that the Feds have assumed a greater responsibility for the social welfare of citizens since 1935