



The 1930s (American Popular Culture Through History)

William H. Young

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Most historical studies bury us in wars and politics, paying scant attention to the everyday effects of pop culture. Welcome to America's other history—the arts, activities, common items, and popular opinions that profoundly impacted our national way of life. The twelve narrative chapters in this volume provide a textured look at everyday life, youth, and the many different sides of American culture during the 1930s. Additional resources include a cost comparison of common goods and services, a timeline of important events, notes arranged by chapter, an extensive bibliography for further reading, and a subject index.

The dark cloud of the Depression shadowed most Americans' lives during the 1930s. Books, movies, songs, and stories of the 1930s gave Americans something to hope for by depicting a world of luxury and money. Major figures of the age included Fred Astaire and Ginger Rogers, Irving Berlin, Amelia Earhart, Duke Ellington, the Marx Brothers, Margaret Mitchell, Cole Porter, Joe Louis, Babe Ruth, Shirley Temple, and Frank Lloyd Wright. Innovations in technology and travel hinted at a Utopian society just off the horizon, group sports and activities gave the unemployed masses ways to spend their days, and a powerful new demographic—the American teenager—suddenly found itself courted by advertisers and entertainers.

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