



30s Era of Romance

When people think of an era of significant change, of fun and excitement, the 1930s immediately comes to mind. Classics were formed during this period unlike any other in the history of time, new and fresh ideas were everywhere and America was a great place to be. A type of 'romance' of a mysterious, fascinating quality indulged the minds of Americans, dreams of something adventurous, heroic and strangely beautiful.

With the devastating stock market crash on October 24, 1929, millions were finding themselves with little or no money for unnecessary luxuries. Perhaps this was the perfect time for

Walt Disney to emerge, bringing bubbly, active animated characters to the stage and theatres. On January 13, 1930, the first Mickey Mouse comic strip was published in the New York Mirror. The Three Little Pigs entertained the nation as the moving picture was released in 1933, building the first multimedia empire on animation.

Shirley Temple mesmerized young and old alike with her sweet innocence. Her first movie, "*Bright Eyes*" was aired in 1934 where Shirley sang, "*On The Good Ship Lollipop*," turning the young starlight into an overnight success. "*The Wizard of Oz*" followed in 1939, creating a fantasy world to forget about the woes of the day.

In Auburn, Indiana, the auto industry was just beginning to take off, hiring mechanical artists to build the beauties by hand. Auburns, Cords and Duesenbergs, with brightly polished exteriors, plush fabric interiors and shiny horns announced the brand new era of prosperity as they rolled onto the street. Employing imaginative designers such as **Alan Leamy** and **Gordon Buehrig**, then owner **Errett Lobban Cord** used their knowledge of advanced engineering to launch the platform for the luxurious vehicles.

Many of these 'artistic romantic jewels' have been preserved and are on exhibit at the now **Auburn Cord-Duesenberg Museum**, the original factory site. The 1928 Auburn Boattail Speedster, the Model J Duesenbergs, the 1935–1937 Auburn Speedsters and the 810/812 Cords were spectacular in their design.

Today, the ACD Museum is a national historic landmark with their vision: **"To interpret to an international public, some of the world's most significant automobiles, with an emphasis on Auburn, Cord, and Duesenberg Motorcars of the classic era.**

To interpret the lasting impact and influence of the achievements of the Auburn Automobile Company in a historical context.

To become the finest automobile museum in the world by first achieving the highest existing museum standards, and then striving to exceed them."

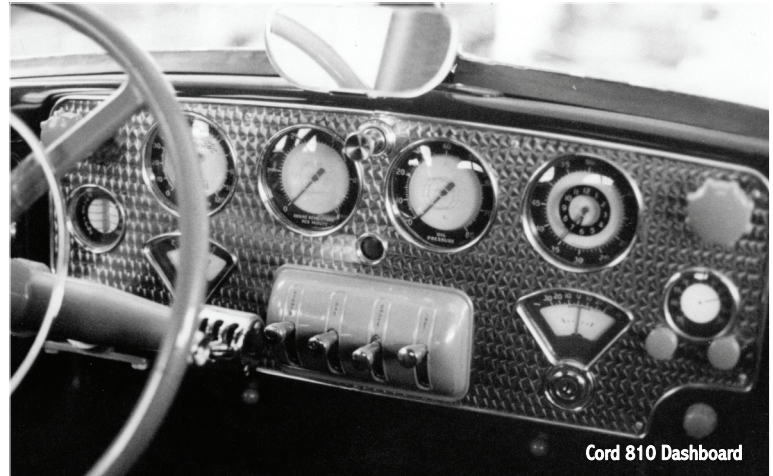
Although Americans, back then and even now have a

great appreciation for their automobiles, many other significant developments changed the country's landscape.

In 1936, the first building ever to be completely covered in glass was built for the **Owens-Illinois Glass Company** in Toledo, Ohio as architecture made its debut in the country. Famous architect

Frank Lloyd Wright was moving more toward commercial structures, completing **The Ann Pheiffer Chapel** on the *Florida Southern College* campus in 1938. "For the first time in 500 years a sense of architectural form appears as a new spiritual integrity" stated Wright of the constructed work of art placed beautifully on a slightly rising slope in a tropical garden-like environment, ideally a building for the meditative spirit.

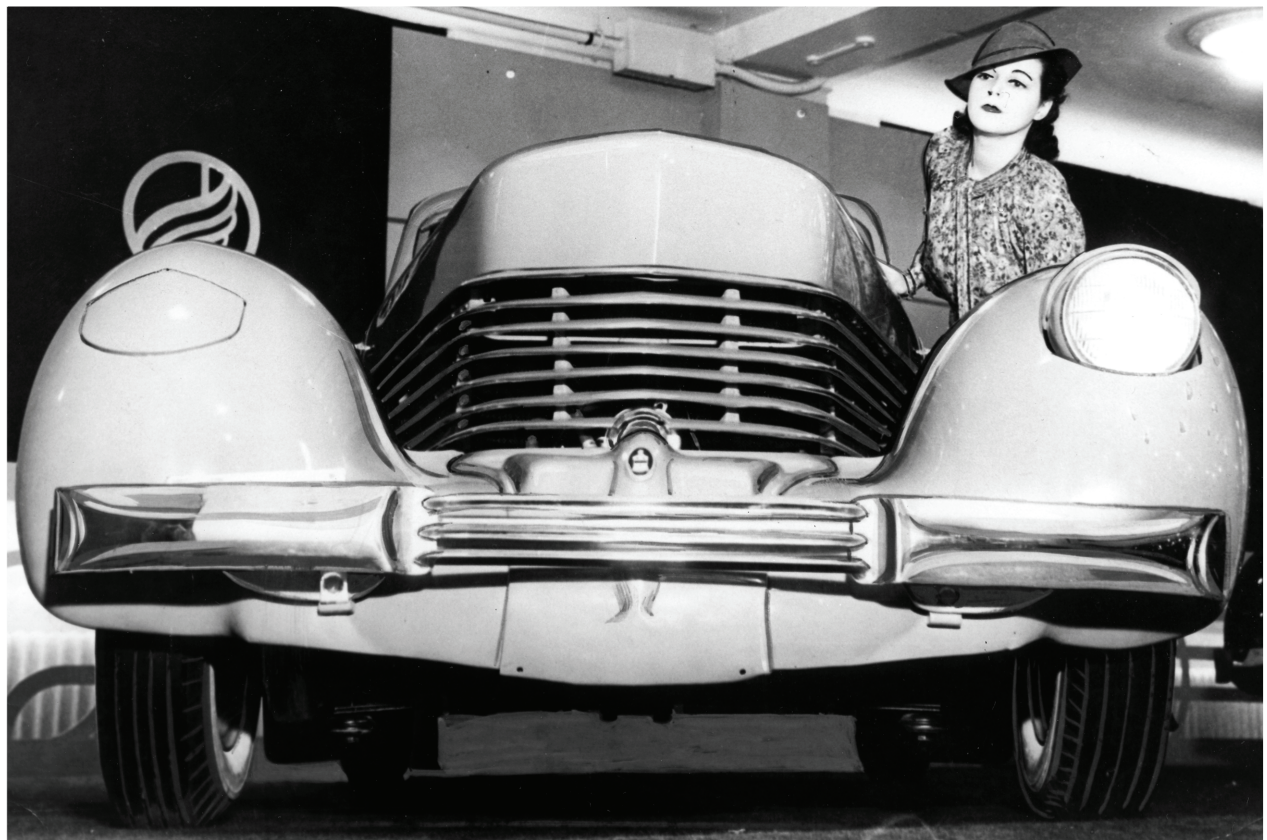
A magical time for change, realizing the refuge of family, looking at the world from a different perspective, authors began to emerge with *"The Good Earth"* by **Pearl Buck** in 1931, and *"The Grapes of Wrath"* by **John Steinbeck** in 1939. The classic painting *"Fall Plowing"* by **Grant Wood** adorned



Cord 810 Dashboard

many homes in one form or another with thanks to God through the tough times.

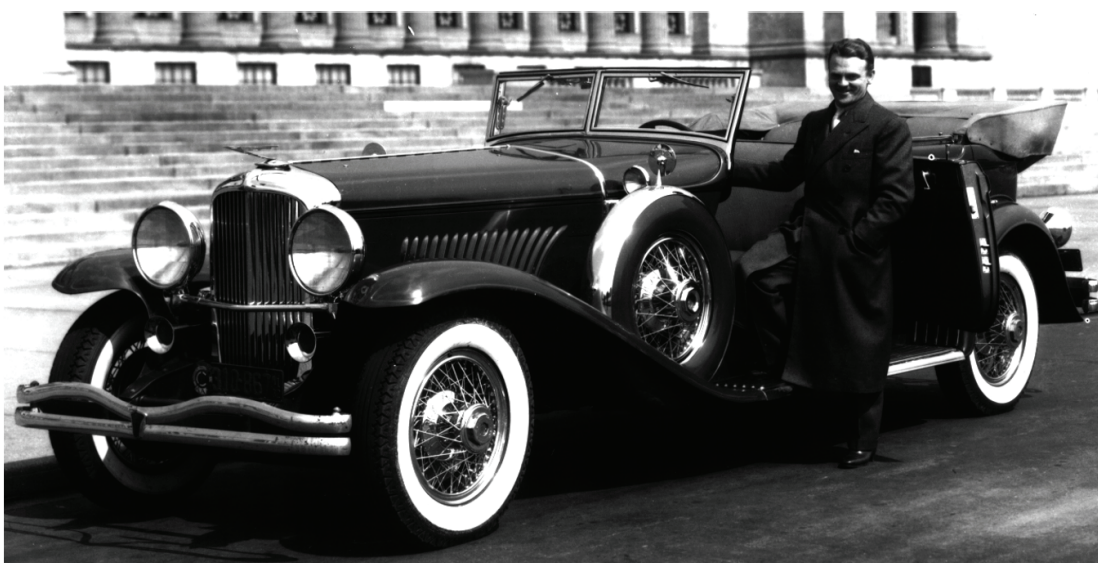
Music and theatre was a retreat from worries, as **Adolph Hitler** became the
> *Continued next page*



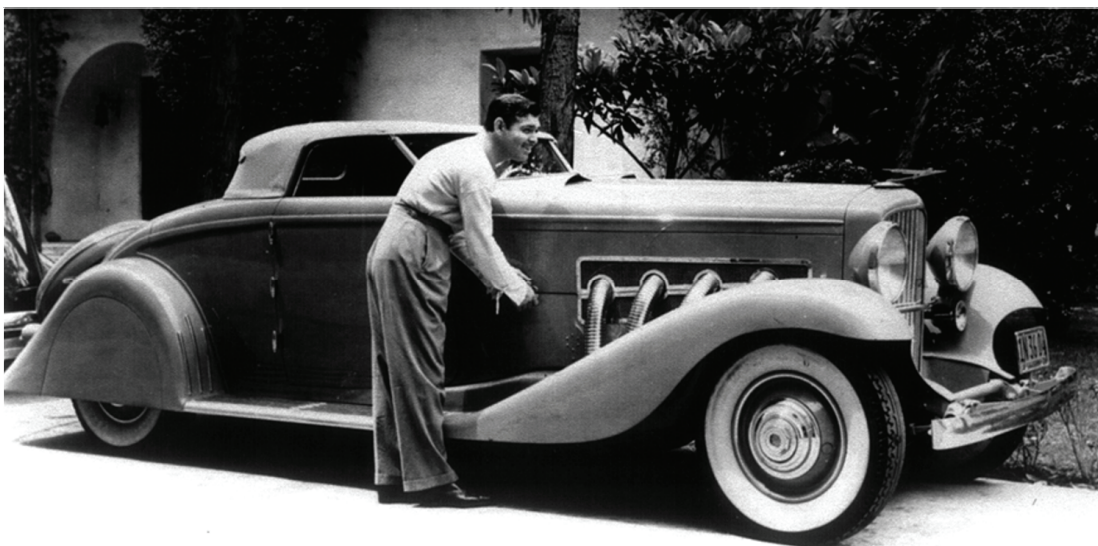
Gary Cooper 1931 Duesenberg



James Cagney 1932 Duesenberg



Clark Gable 1935 Duesenberg



Era of Romance

< Continued from previous page

Chancellor of Germany in 1933, too soon after the stock market calamity. Wrapped in sable, mink, chinchilla and silver fox, the more elite would make their way to Broadway productions to hear **Benny Goodman** and his jazz band, watch **Fred Astaire** as he danced to “*The Way You Look Tonight*,” and be mesmerized by “*Pennies from Heaven*,” sang like velvet by **Bing Crosby**.

There will never be an era like the 30s. Hardships caused imaginations to run rampant, raw talent was discovered through a lustful demand for pleasure, and people stopped to admire the world through new glasses, magnifying the glamour of simple things, causing the ordinary to shine. One could wonder what today would bring if we were faced with impossible obstacles and we were forced to create our own joy? Could it be that the former tides of time are beckoning a return, and that one day we will find out just that?