

124 Names:

If I think of More will write again! Have kept copy! 95-79

CINEMA CULTURE IN 1930s BRITAIN

1. Are you ☐ Male ☒ Female
2. In which year were you born? 19 24
3. How old were you on your earliest visit to the pictures?
About 1 years old
4. At what stage of your life did you do most of your picturegoing?
Between the ages of 10 and 40 years

FAMILIES ALL
WENT TOGETHER.
NO BABYSITTERS!

Questions 5 to 16 are about your picturegoing during the 1930s

5. Where did you live during the 1930s?
(state city, town or village; and county or district)
LONDON. PARK CRESCENT 'W.I. 1926-1939.

4/9

6. On average, how often did you go to the pictures?

More than 3 times a week
2 or 3 times a week
Once a week
Less than once a week

☐
☒
☐
☐

7. When you went to the pictures, did you often or usually go (please tick as many as apply to you)

On your own
With friends of about your own age
With family members
With a boyfriend or girlfriend
Other(s) (please specify) _____

☐
☐
☒
☐

8. How did you choose which pictures to go to? *impression?*
(please tick as many as apply to you)

I saw whatever happened to be on ☐
Recommendations by friends/family ☒
Favourite stars ☒
Notices in newspapers, magazines, etc ☐
Advertisements outside cinemas, posters, etc ☒

If yes, which? (please tick as many as apply to you)

9. What was your favourite cinema? (please state name of cinema and village, town, suburb, or city district)

DOMINION - TOTTENHAM COURT RD.

ODEON - EDGEWARE RD.

ALL LONDON

EARLIER
CINEMAS:
BLUE
HALL
EDGEWARE
RD.

10. What did you like about this cinema?

(use up to three words to describe it) *

My favourite cinema was

DOMINION -

ABOUT 4 p.m to 10.30 p.m.

TWO FULL LENGTH FILMS - NEWSREEL.

ALSO FORTHCOMING ATTRACTIONS

TRAVELOQUE - 15 min STAGE SHOW - DANCERS
ACROBATS - SINGERS -
JUGGLERS. ETC.

11. Did you have a favourite film star or stars? Yes ☒

No ☐

If yes, who were they? (up to three names)

LESLIE HOWARD, RONALD COLMAN -

BETTE DAVIS.

CARY GRANT.

12. Do you recall any films that made a particularly strong impression on you? Yes ☒

No ☐

If yes, which ones were they? (up to three titles)

WIZARD OF OZ.

BROADWAY MUSICALS.

THIRTY NINE STEPS.

235
205
13
(Madeline barrow used to
visit friends in the large
Mansion where we lived, apartments.)

Can you say why these films made such an impression?

Happy Stories

8

13. Did you ever look at any film magazines?

Yes

☒

No

☐

If yes, which? (please tick as many as apply to you)

Film Pictorial

☒

Film Star Weekly

☐

Film Weekly

☐

Boys' Cinema

☐

Girls' Cinema

☐

Picturegoer

☒

Picture Show

☐

Other(s) (please state)

14. Did you collect stars' photographs or autographs?

Yes

☒

No

☐

If yes, whose?

AS MANY AS POSSIBLE!

³⁰⁰
As my friend next door had
father who worked
at American Embassy
she had enough for
Both of us!

15. Did you belong to any film star fan clubs?

Yes

☐

No

☒

If yes, whose?

16. In the 1930s, did you enjoy any spare-time activities apart from going to the pictures?

Yes

☐

No

☒

Only Reading -
Stories at School.

If yes, which of these did you do regularly?
(please tick as many as apply to you)

- Reading ☒
- Dancing ☐
- Music hall, plays or other live theatre ☐
- Listening to wireless ☐
- Churchgoing, chapelgoing, etc ☐
- Youth club or organisations (e.g. Scouts) ☐
- Political activity ☐
- Other clubs or societies ☐
- 'Courting' ☐
- Sports and outdoor activities ☐
- Indoor hobbies ☐
- Jobs around the house and/or garden ☐
- Other(s) (please state) _____

What was your first job? _____

What has been your main occupation through life?
(please state 'housewife' if applicable; and if you have
had several occupations, please say what they were)

HOUSEWIFE. AND THEN RUNNING OFFICE/WAREHOUSE
FOR LARGE SHOP (40-62)

QUESTIONS CONTINUE OVERLEAF

How did you find about about this research project?

POST OFFICE CARRIER. I BELIEVE.

NOW PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE TO US IN THE
ENCLOSED REPLY-PAID ENVELOPE

Thank you once again for your help

We would be grateful for your answers to the following questions about yourself, which will provide us with important background information. However, if there are any that you prefer not to answer, please leave a blank.

Your name and address: MRS. IRIS ALDER.
ANDOVER
HAMPSHIRE.

Where were you born? ANDOVER. HAMPSHIRE.

Have you ever been married? Yes ☒ No ☐

Do you have children? Yes ☒ No ☐

At what age did you finish your full-time education? 15 years

What was your first job? CLERK.

What has been your main occupation through life?
(please state 'housewife' if applicable; and if you have had several occupations, please say what they were)
HOUSEWIFE. AND THEN RUNNING OFFICE/WAREHOUSE
FOR LARGE SHOE REPAIR Co. FOR 22 YRS. (40-62)

How did you find about about this research project? POST OFFICE COURIER. I BELIEVE.

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Thank you once again for your help