

# **SINATRA & SOCIAL MOOD**

**The Socionomics Summit**

**Atlanta GA**

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**Presented by Peter M. Kendall, Elliott Wave International**

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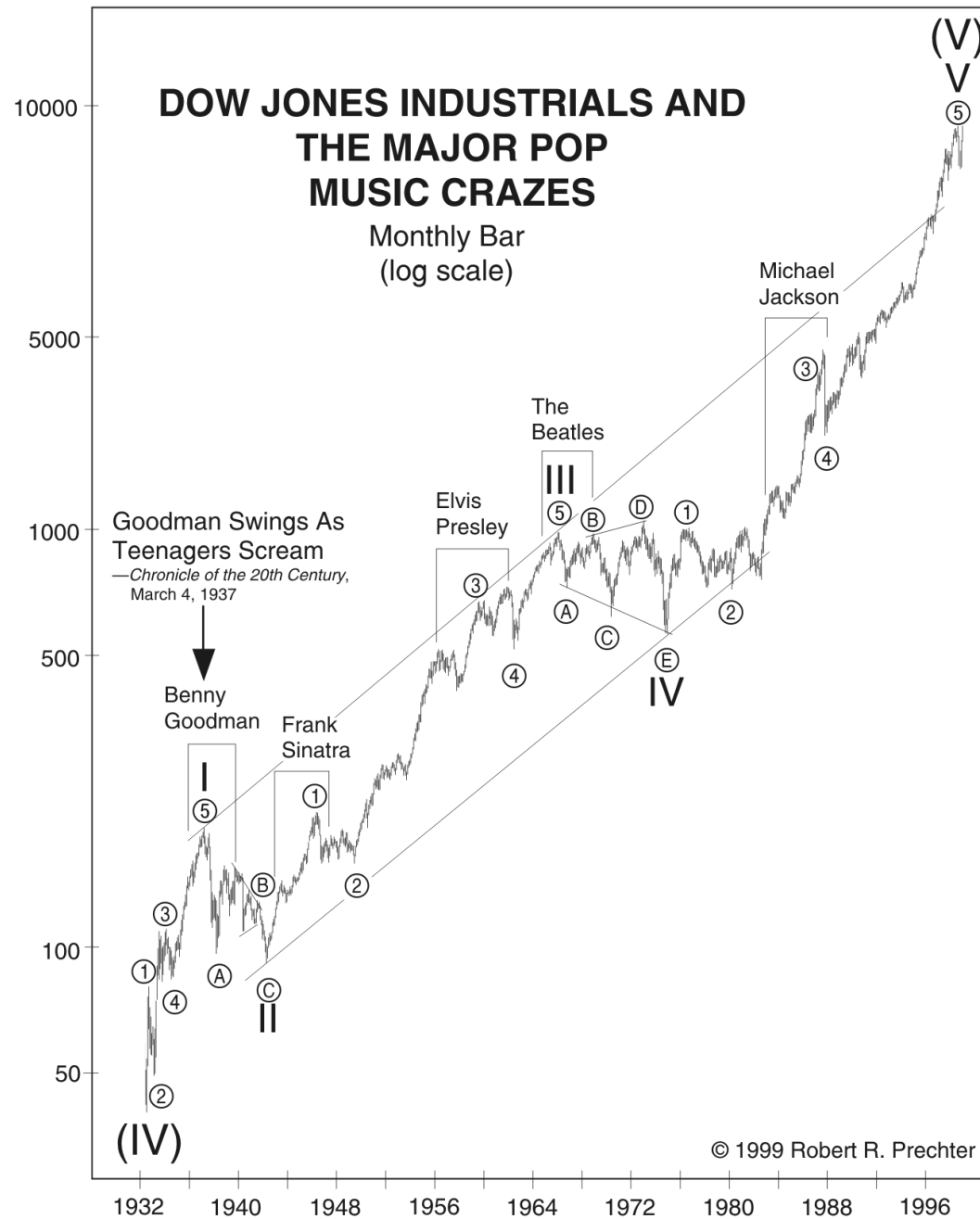


Figure 1

# Goodman Swings As Teenagers Scream

The Benny Goodman Band is taking the country by storm. If you were at the Paramount Theater in New York yesterday, you would know why. The crowned “King of Swing” not only had them tapping their feet and snapping their fingers, but dancing with wild abandon in the aisles.

As early as 7 a.m., when the line outside stretched halfway around the block. Extra cops were called to contain the frenzied crowd. The morning show began calmly with Goodman’s theme song, “Let’s Dance.” By the time several more tunes were heard, pandemonium had broken loose with the kids stompin’ in the aisles.

—March 4, 1937, *Chronicle of the 20<sup>th</sup> Century*

# **Pandemonium at the Paramount II, December 1942:**

The legendary clarinetist was standing with his back to the audience, leading the band, when the young singer made his first entrance. A huge roar went up from the crowd, so loud and fierce that Goodman spun around, startled, and said, “What the hell was that?”

That, of course, was the beginning of Sinatra-mania.

—*The Star Ledger*

[It was] “one of those hinges in time that come along periodically, a moment when everything simply *vaults forward*.”

—*Frank, The Voice* by James Kaplan

# CYCLE III: THE SINATRA WAVE

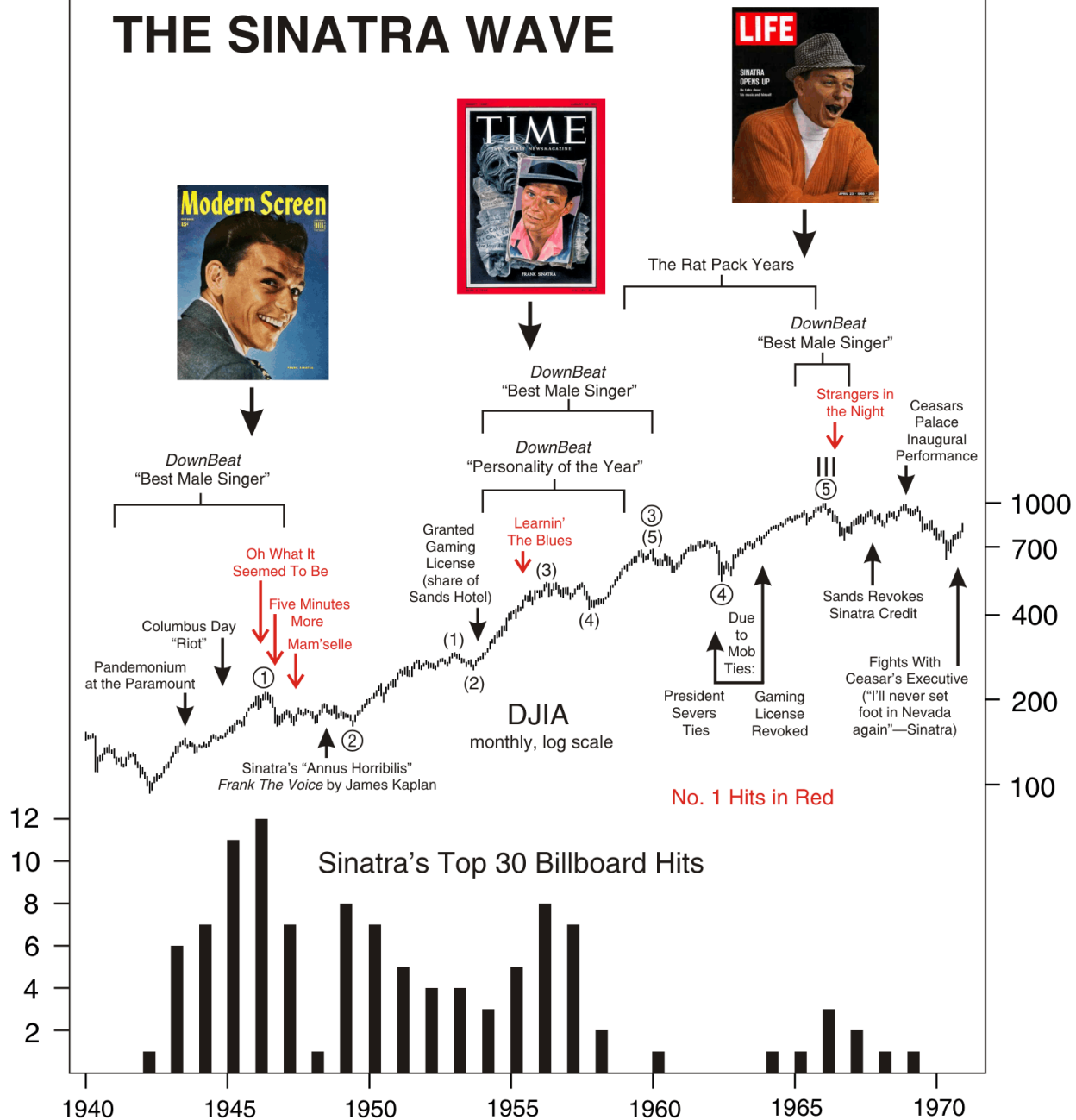


Figure 4

# Sinatra's Rat Pack

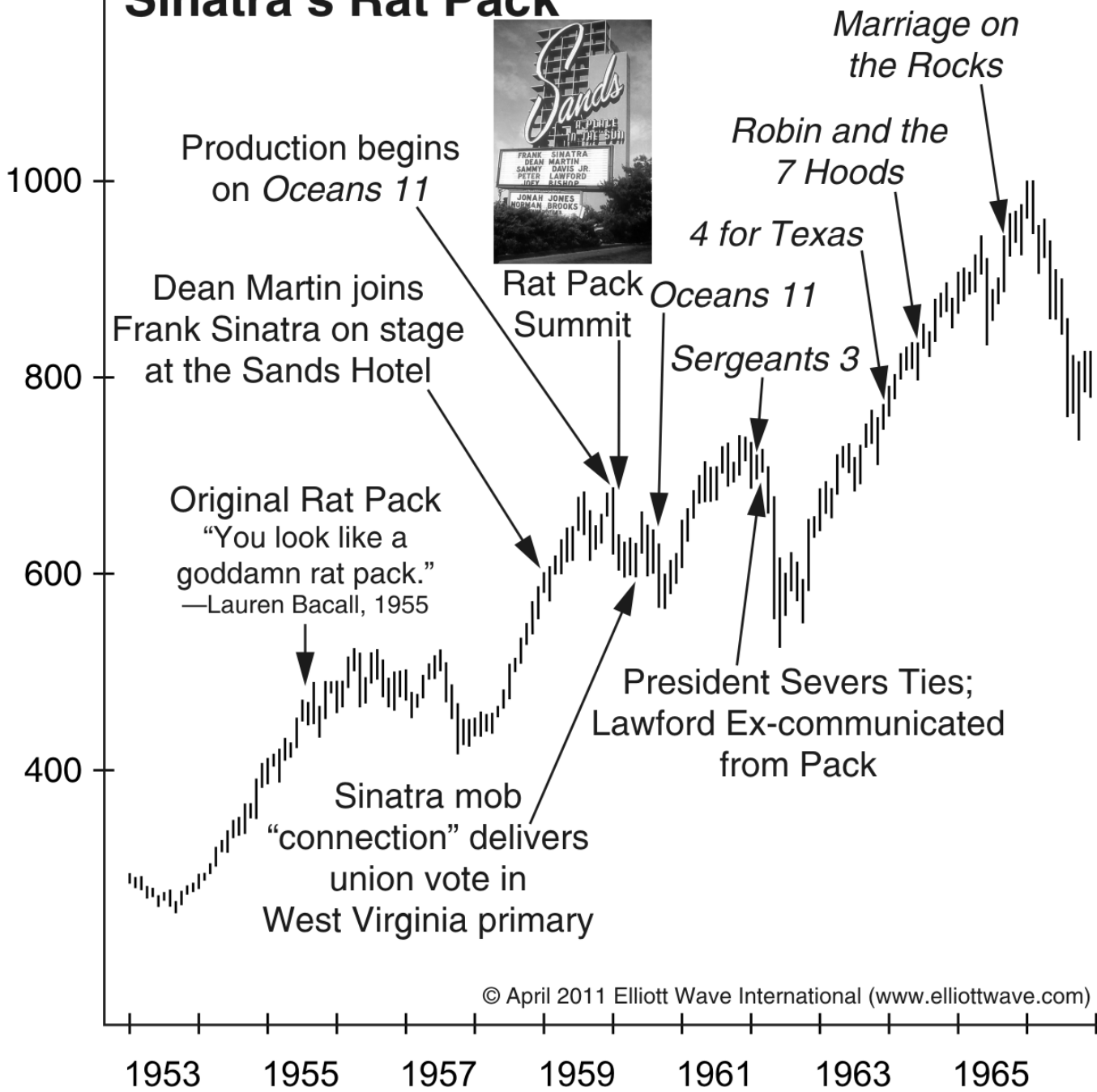


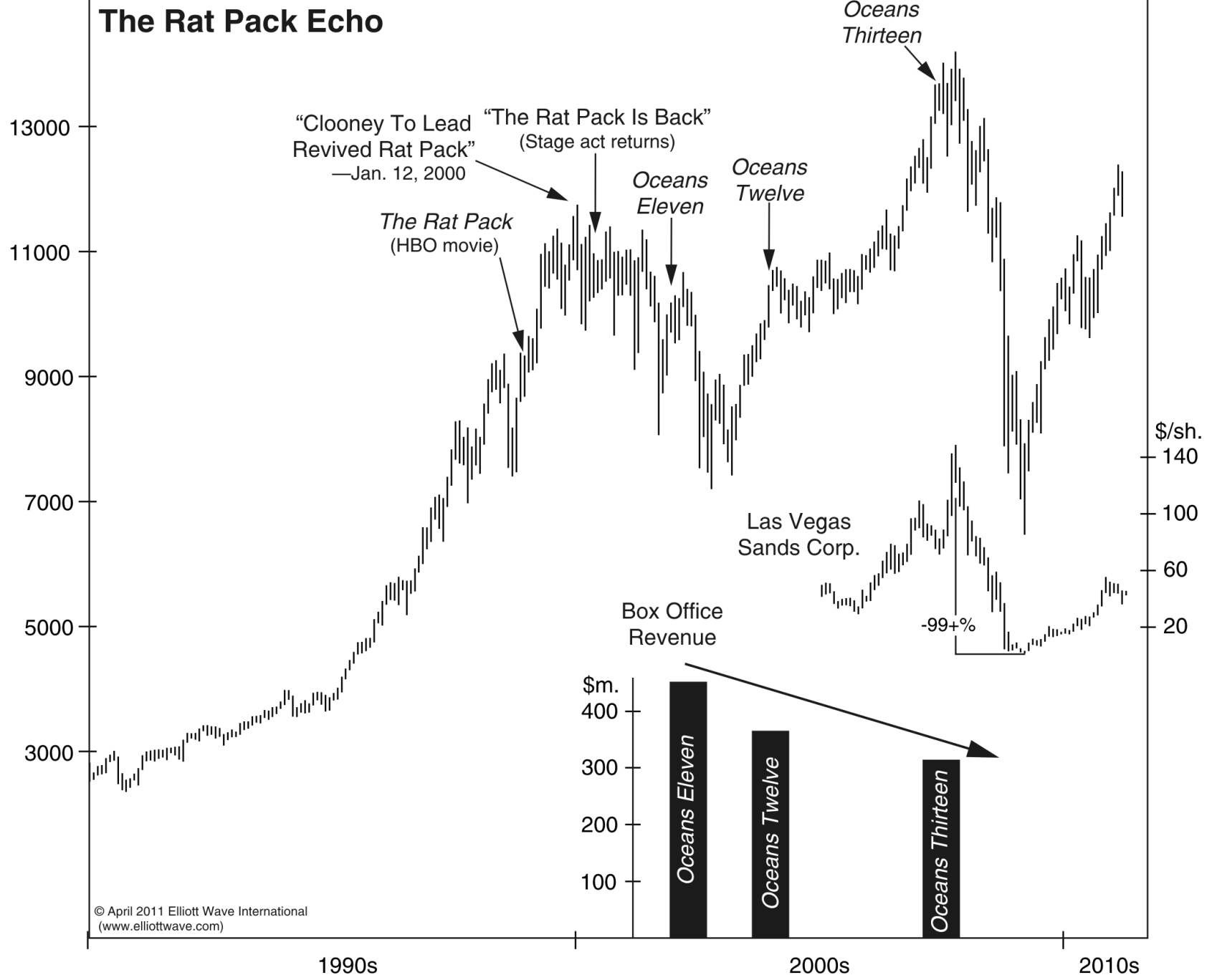
Figure 5

## **Review of *Marriage on the Rocks*:**

“The last Rat Pack movie and a damned ugly way to go. It was clearly over.”

—*Rat Pack Confidential*

# The Rat Pack Echo



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1990s

2000s

2010s