

Carmen Miranda

Ben Michaelson, Natalie Stratton, Vanna Deeds, Alexandra Hodges

Outline

- Civility, integrity, Grace
- Background
- Personal life
- Career
- Influence During WW2



Civility, Integrity, & Grace

- Civility: politeness in speech and behavior
 - Before she went to America she represented Latin America by singing her joy that with along with Latin America
 - To America: she represented a place that was unknown to them
- Integrity: being honest
 - Tried to show the US what it was like being Latin American
 - Despite the backlash she got for some of her efforts she stayed true to her culture and to what she thought was right i
- Grace: showing honor
 - She showed honor by being proud of where she came from and trying to show America what Brazil culture had to offer
 - America wasn't aware what it was like to be a Latina or Portugese/Brazilian

Background

- A Portuguese- born Brazilian entertainer
- Born → February 9, 1909 in Marco de Canaveses, Portugal
- Died→ August 5, 1955 in Beverly Hills, CA
 - Cause of death was a heart attack at age 46
- Real Name was Miranda do Carmo Miranda da Cunha
 - She had many nicknames
 - “The Brazilian Bombshell”
 - “The Chiquita Banana Girl”
 - A Pequena Notável

Marco de Canaveses



Her Beverly Hills Home



Carmen Miranda's Image Throughout the Years



- She was recognized for many things like her strong Brazilian accent, delicate high cheekbones, enthusiastic personality, tall platform sandals, BUT is best known for a costume she wore featuring a hat decorated with fruit

A Woman of Many Roles

- Daughter
- Sister
 - She had 3 sisters and 2 brothers
 - One sister died from Tuberculosis
- Musician
 - Composer and singer
- Dancer
 - Samba was her specialty
 - A dance form that was created by African people in Brazil who brought much of their music and dance culture
- Broadway star
 - Best known for her shows *Streets of Paris* and *Streets o' Fun*
- Actress
 - Starring in both Brazilian and U.S. Productions and Movies



Examples of Samba outfits

Personal Life

- Father: José Maria Pinto da Cunha
- Mother: Maria Emília Miranda
- Named “Carmen” by her father because of his love for Bizet’s opera masterpiece
- Grew up very poor and was able to make her fame out of nothing despite her father’s disapproval to enter show business
 - Performers had bad and risqué reputations at the time
- Miranda worked in a boutique shop where she learned how to make hats... something that became a big part of her career

Personal Life & Death

- 1947:
 - David Sebastian was an investor for one of Miranda's films
 - The two married on March 17, 1947
 - He wasn't very pleasant and felt out of place due to his Jewish background
 - "He married her for selfish reasons; she got very sick after she married with a lot of depression"- Aurora, Miranda's sister
- 1948:
 - Miranda miscarried after a show and had no other kids
 - This led to a depression and a heavy use of alcohol, pills, and smoking
- 1949:
 - The two separated, but she did not want a divorce despite a brief marriage
- 1954:
 - She underwent electroshock therapy, which caused memory loss and stage fright
 - Sent home to Brazil to mentally heal
- 1955:
 - Died from a fatal heart attack and subtle health issues previously



The Beginning of Stardom

- 1929:
 - Recorded her single “Samba” with Brunswick Records
- 1930:
 - Recorded her second single “Tía”, selling 35k copies in a week
 - Signed a 2-year contract with RCA Victor
- 1933:
 - Signed a 2-year contract with Brazil’s most popular radio station in the 1930s
 - First contract singer in Brazilian radio history
- 1935:
 - Musical “ Hello, Hello Brazil!” made her Brazil’s most popular cinema figure
- 1939:
 - Offered 8-week contract to perform in New York on Broadway
 - She saved Broadway from decline in ticket sales caused from the York the World’s Fair
 - Started wearing the infamous fruit hats and exotic costumes





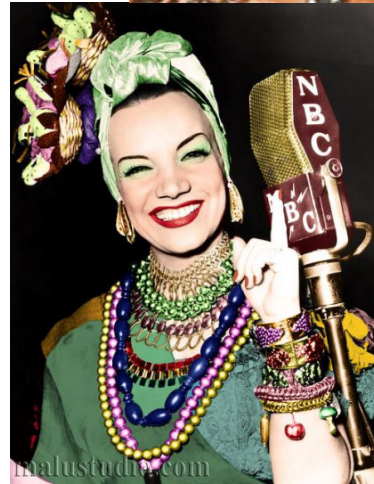
- Career Overview:

- Starring in 32 films
- Recording 70 Brazilian singles and 31 American singles

- Greatest Accomplishment:

- First South American to earn a star on the Walk of Fame
- Held 9 South-American tours that all sold-out
- Highest paid women in Hollywood in the 1940s
- One of the 1st Latinas w/ hand and footprints in Grauman's Chinese Theatre

<https://www.youtube.com/watch?v=KHJLm6WNEv4>



Good Neighbor Policy

- During WW2:
 - She was used as propaganda to show good relations between Brazil and the US
 - She was a spokeswoman for many US products
 - Film makers were anxious to produce movies that strengthened ties of the Western Hemisphere
- President Franklin D. Roosevelt:
 - US would cease military intervention in Latin America countries
 - Maintain stability of their side of the hemisphere during WW2
 - Made Latin American countries apart of the allies
 - No interfering with domestic affairs of Latin America
 - The US would be a good neighbor to Latin America
 - Supposed to create economic opportunities by trading more



Good Neighbor Policy Effect on Latin America

- Return to Brazil in 1940:
 - Criticized for portraying Brazil negatively
 - Booed off stage at a charity event
 - Claimed to be “too Americanized”
 - Thought her fruity tutti image was insulting
 - Felt like it wasn’t her place to represent Argentina in “Down Argentine Way”
 - Sang songs about Costa Rica and and Havana
- Latin America Was Not Convinced...
 - In 1944, United Fruit Company evoked Chiquitita because Miranda was the Chiquita banana lady
 - Most recognized food-related figures in America

In Conclusion

- She was an extremely talented woman who truly left her mark on the world and is still recognized as an icon of Brazil and Samba today
- Despite Miranda's effort in the business she faced a lot of issues
 - Depression and issues with drugs and alcohol
 - Miscarriage, unhappy marriage
- She was symbolic figure for Latin America in North America because they weren't familiar with Latin Americans
 - Highest paid woman in Hollywood in the 1940s
 - Not so appreciated by the people of Latin America because of the way she portrayed Latin America

Sources

<https://www.si.edu/spotlight/latin-music-legends-stamps/carmen-miranda>

<https://history.state.gov/milestones/1921-1936/good-neighbor>

<Ct-xpm-1999-11-26-9911260052-story.html>

<https://itinerariesoftaste.sanpellegrino.com/how-we-were/carmen-miranda>

<https://www.revolvy.com/page/Carmen-Miranda>

<https://www.encyclopedia.com/women/encyclopedias-almanacs-transcripts-and-maps/miranda-carmen-1909-1955>