

REWIND TO 1960

Take a Hula Hoop® for a spin

Inspired by Australian kids twirling bamboo hoops in gym class, Richard Knerr and Arthur “Spud” Melin introduced the Hula Hoop to America in 1957. Sales were lackluster until Melvin and Knerr began giving away hoops at Southern California playgrounds and beaches.

National TV, magazines and newspapers picked up the story, linking the hoops to everything young and energetic. Eisenhower-era Americans felt giddy and rebellious swinging their hips to the nation’s first fad.