

Today's Topic:

Turn of the “Modern” Century 1900s

- 1.) When & How we became a nation consumed by Popular Culture?
- 2.) Who is Pop Culture's Daddy?

In order to create
Popular Culture...
People need:

More Free-Time!
**TO PARTICIPATE
IN POP CULTURE**

More Money!
**TO SPEND CONSUMING
POPULAR CULTURE**

Late 1800s America:

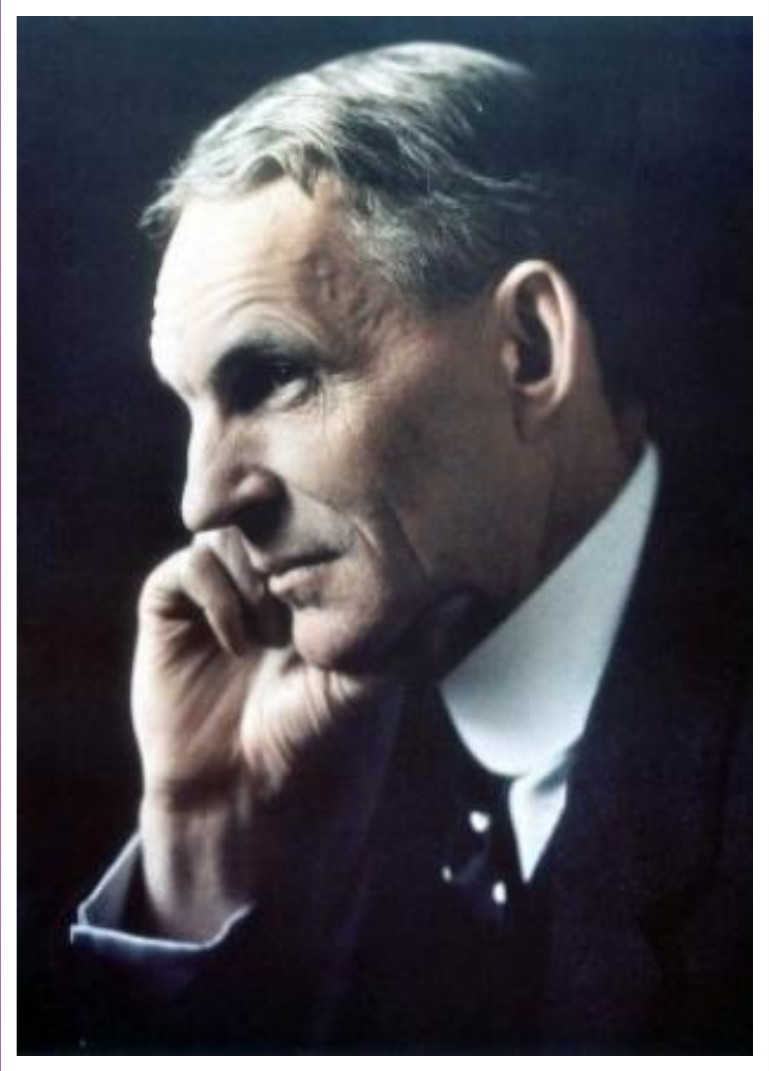


In order for something to be **popular**, lots of people have to know about it.

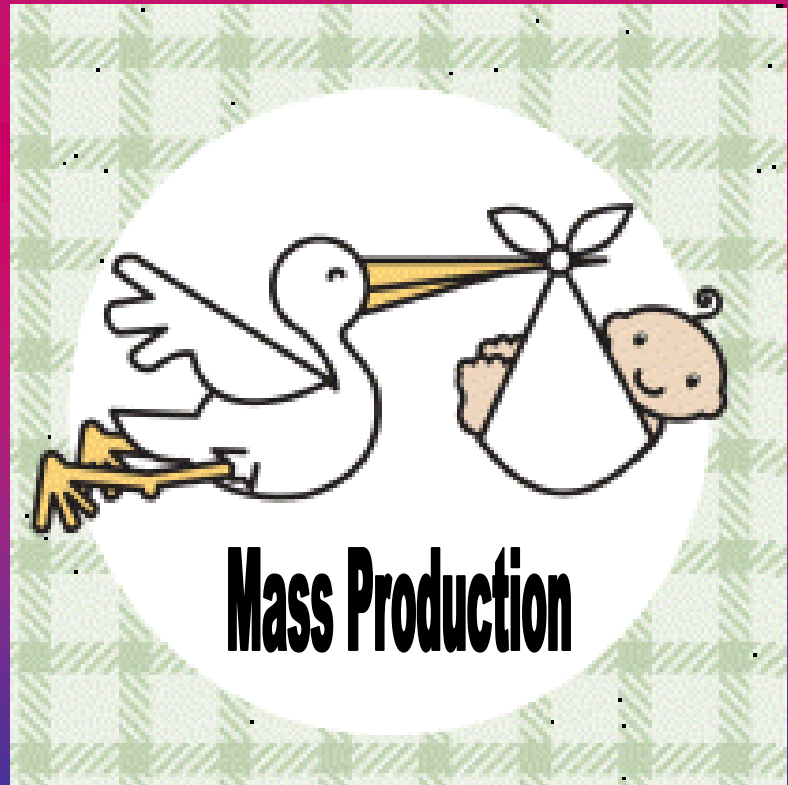
At the Turn of the 20th Century (1900s):

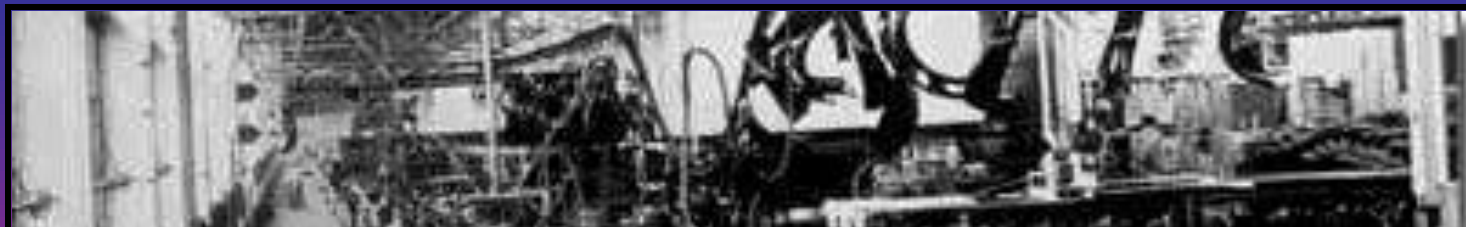
Q: *What are some things **preventing** people from taking part in pop culture?*

- **Long work hours** = don't have time for it
- **Low pay** = can't afford to be part of it.
- **Uneducated** = can't read about it, learn about it
- **Lack of movement**: hard to spread ideas

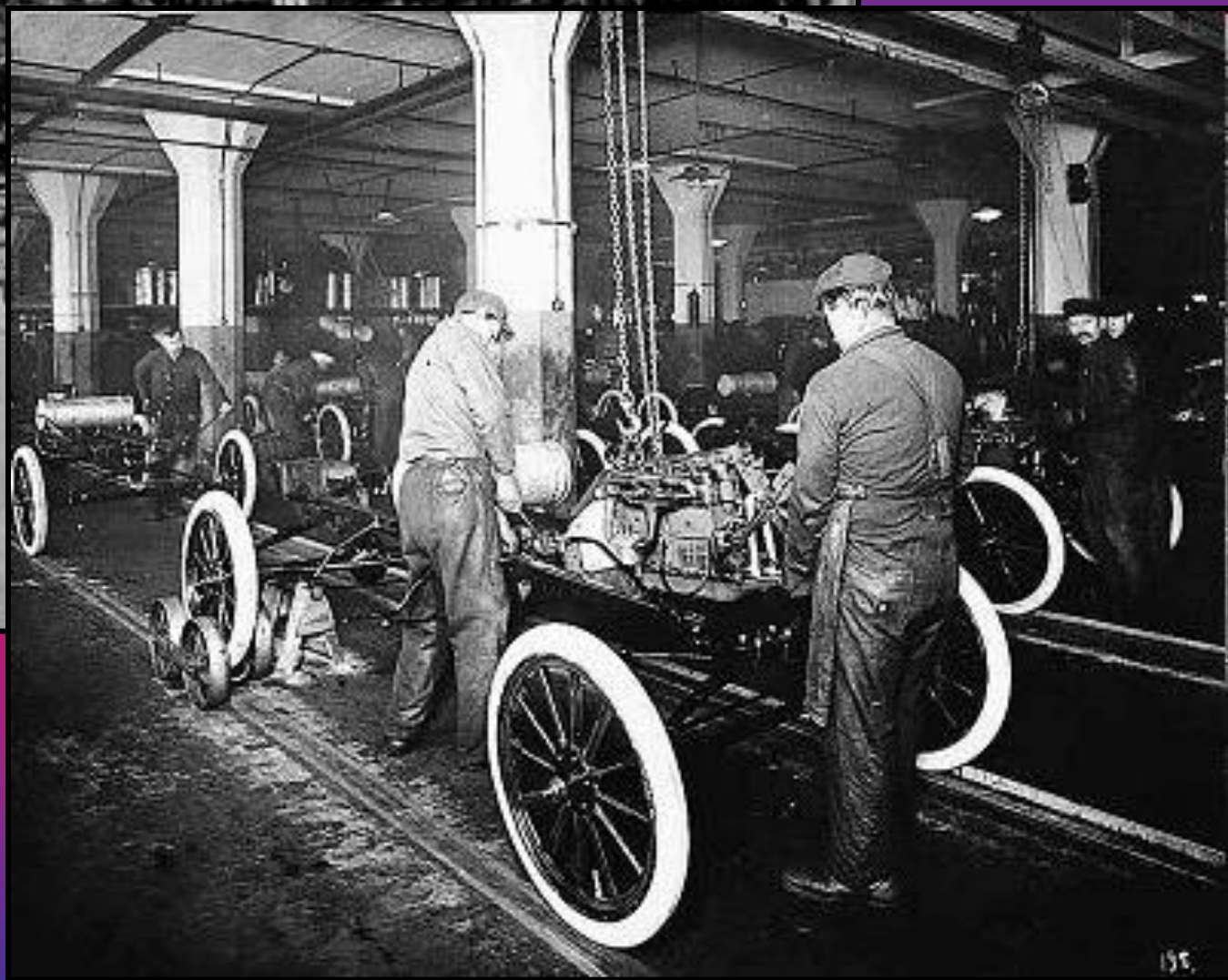


Henry Ford's Assembly Line!

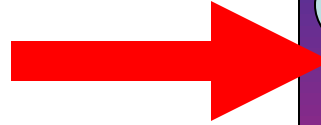




An Assembly Line
of the
Ford Motor Company



- **Long work hours** = don't have time for it



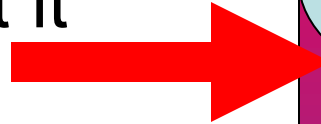
8 hour work day = more leisure time

- **Low pay** = can't afford to be part of it.



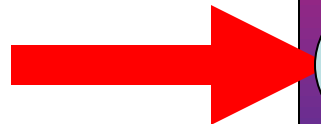
Paid \$5/day provided housing

- **Uneducated** = can't read about it, learn about it

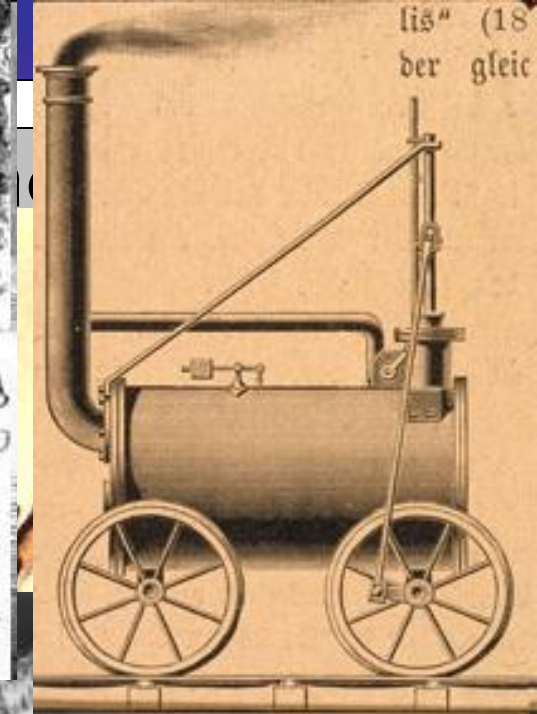


Better Pay = kids don't work go to school

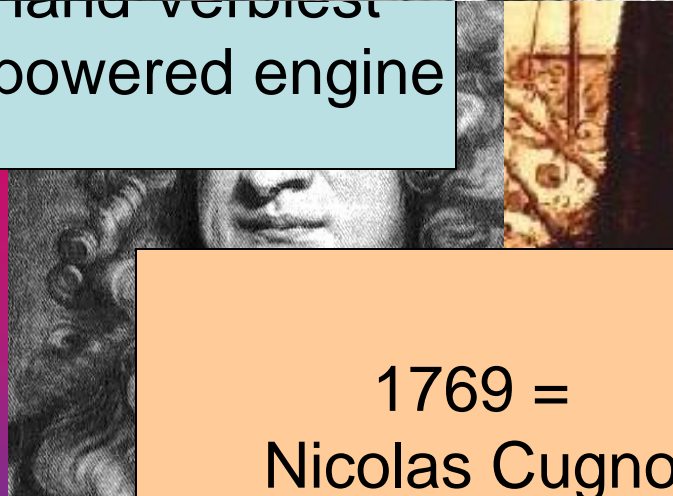
- **Lack of movement**: hard to spread ideas



Hello, he invented the car



1769 =
first
steam powered engine



1769 =
Nicolas Cugnot





**David Dunbar
Buick**



**Ransom E.
Olds**

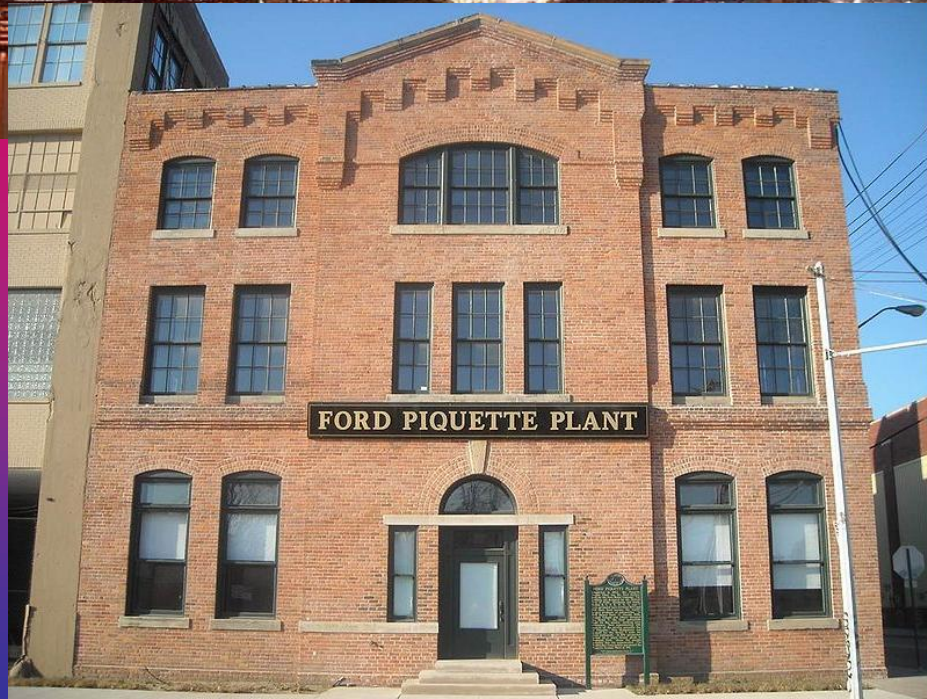


**Walter
Chrysler**



Karl Benz

Detroit = Motor City

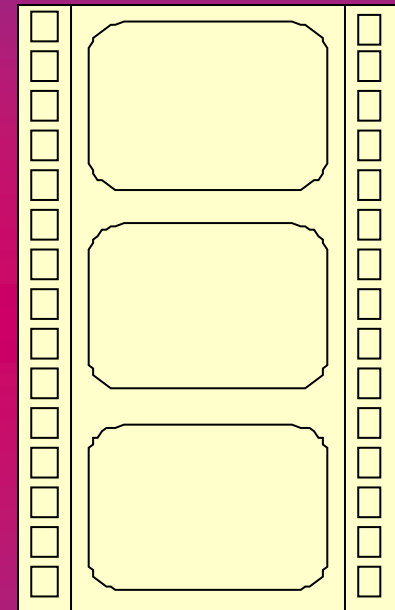
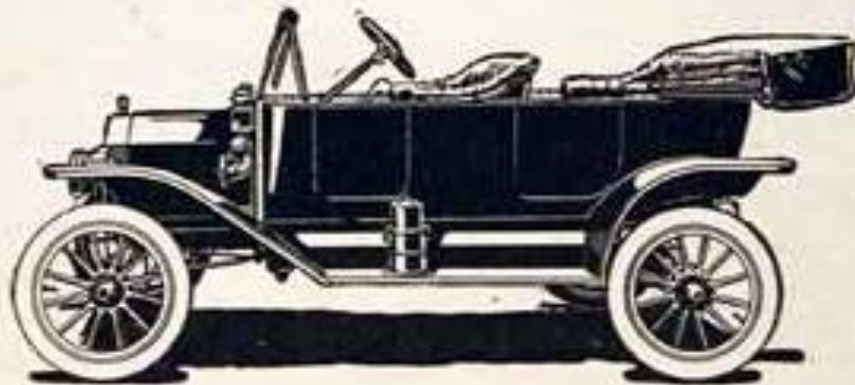




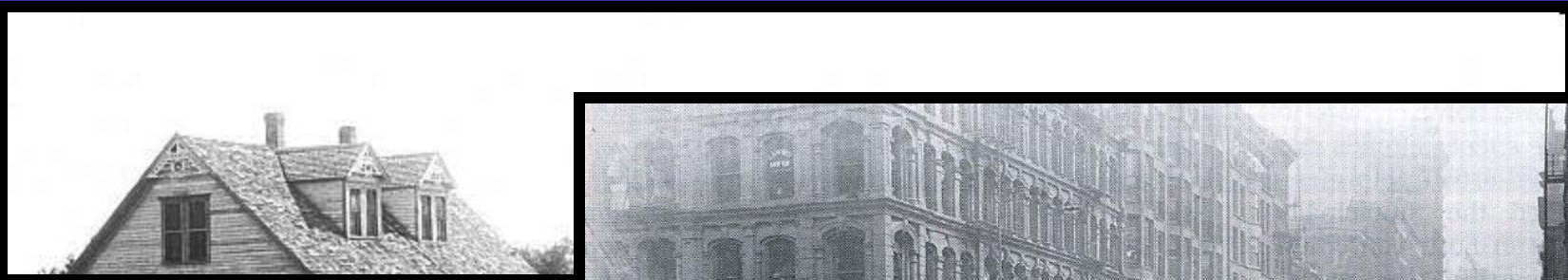
**Buy It Because
It's a Better Car**

Model T \$650
Touring Car
f.o.b. Ford,
Ontario

Get particulars from Ford Motor Co. of Canada, Ltd. Ford, Ont.



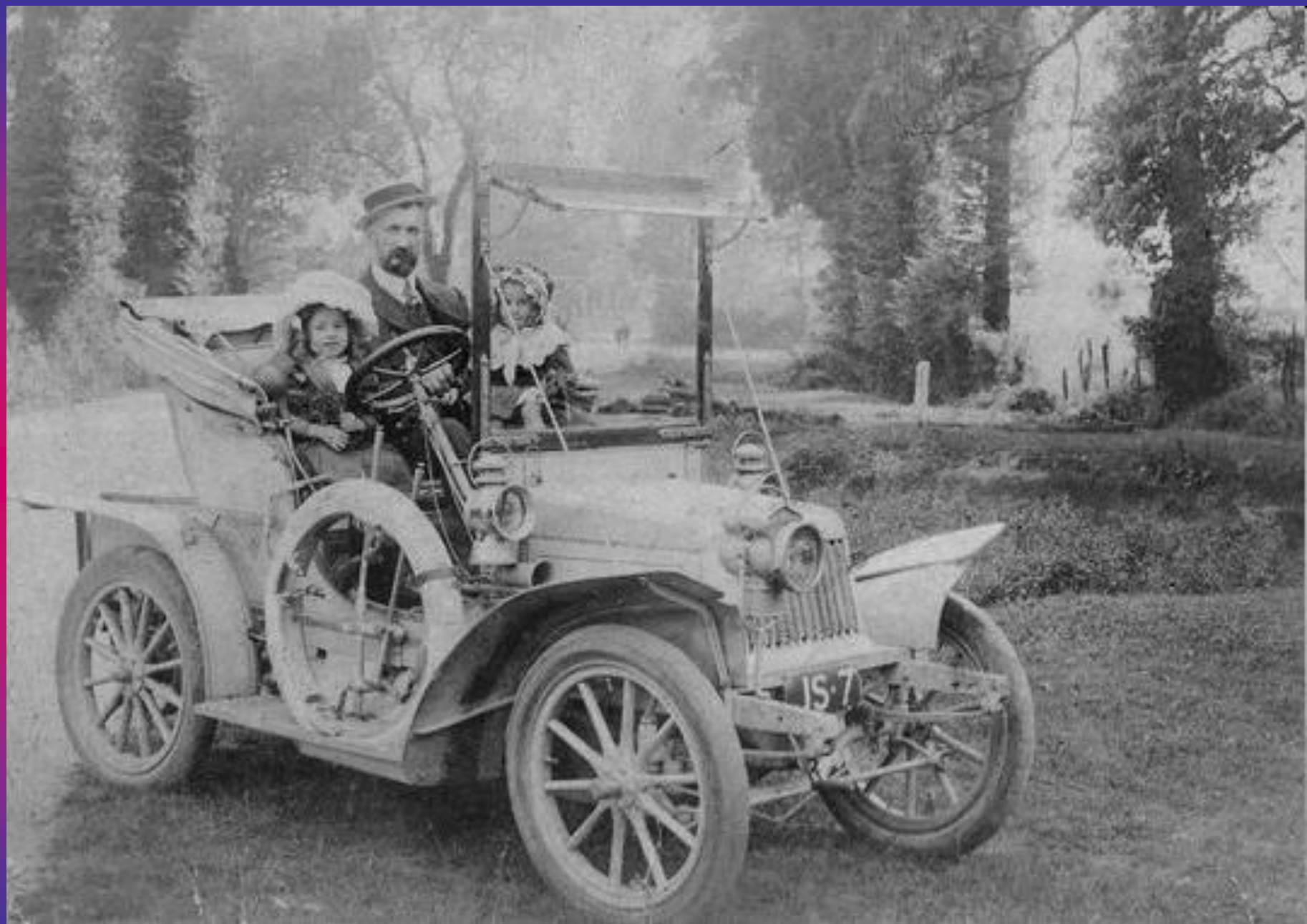




The "Sunday Drive"







10/1/10

START OF VANDERBILT CUP RACE

20 72-14

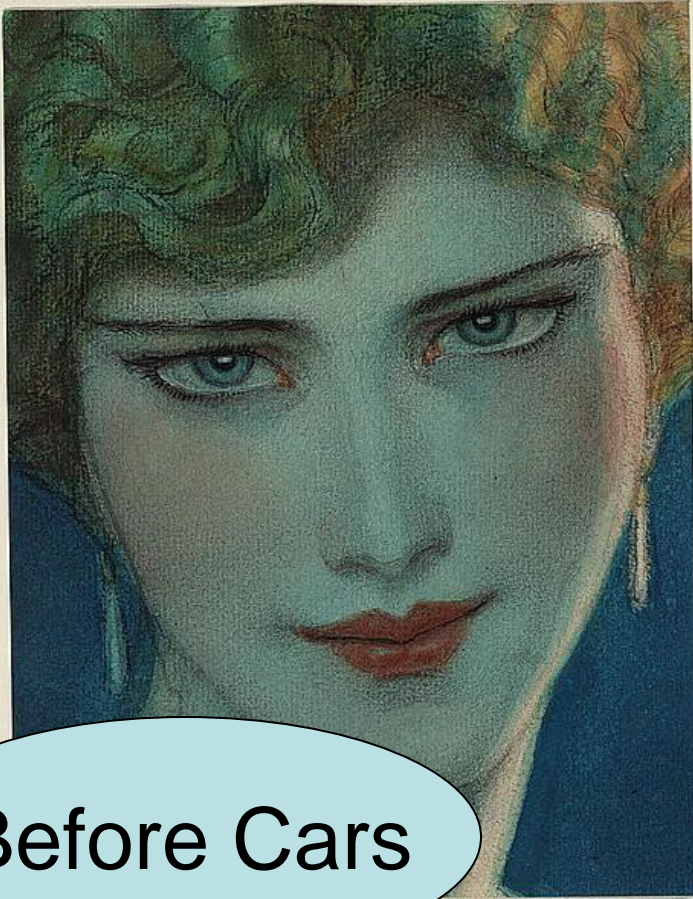
96 people died in 1900 from
car accidents



Cars influenced fashion:

Pre-1900s ideal woman

"Gibson Girl"



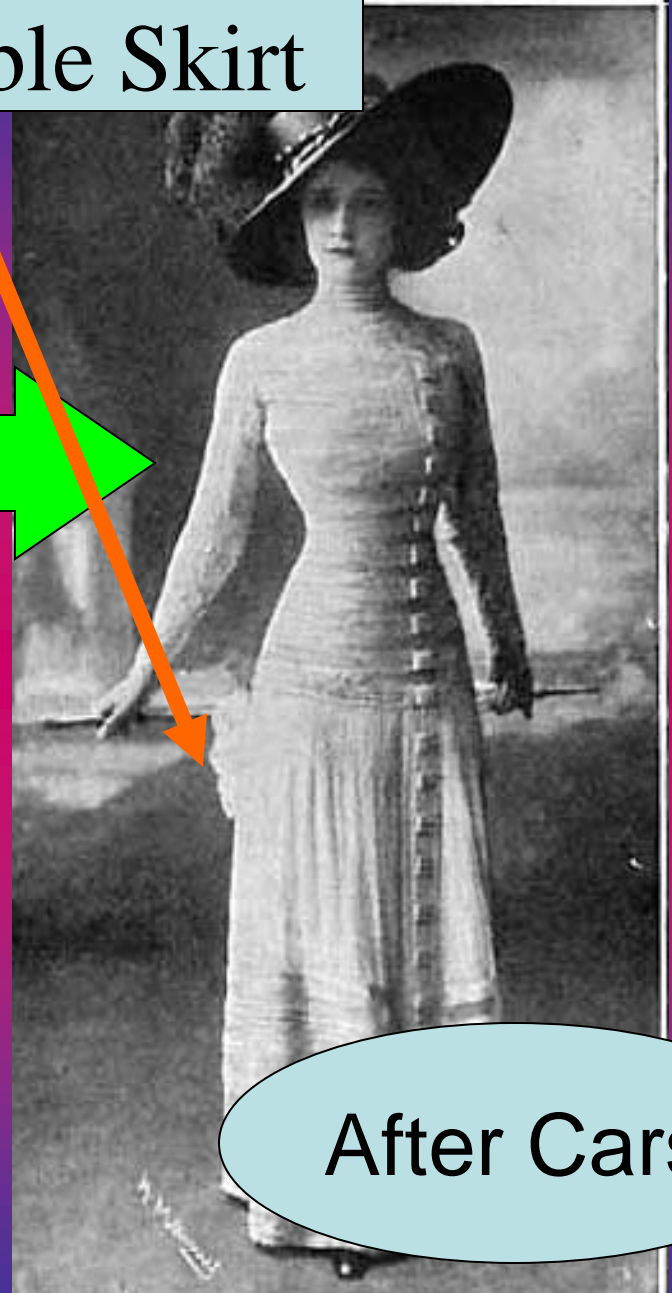
Before Cars



Hobble Skirt



Before Cars



After Cars

- Mrs. **Hart Berg**, the first American woman to join the Wright Brothers in air.
- To keep her skirts from flying out of control while airborne, she tied a rope around them below the knees





THE HUSBLE SPORT.
"WHATE'ER YOU'VE GOT TO SAY, IT'S THE HUSBLE WAY."



Petit Courrier des Dames, 1840

