

Chapter 23, pop culture, shows, perhaps, the non-predilections of your editor. No maps were sent in that seemed to him to fill that category, and perhaps all such items belong elsewhere. But, persisting in his darkness, he asks: What are the mappable aspects of pop culture? Are they all handled under music? Are there not regional and ethnic variations in reaction to modernity? Are Chevrolets and Fords everywhere really the same? Are truckers mainly from the South and Hillbilly ghettos of the North? Is no modern, manufactured contrivance ever rejected by virtue of traditional values? Is adoption always proportional to proximity to New York and Los Angeles?

Whatever the case, those meeting at Penn State in May, 1974, insisted that "folk" be expanded to "folk, vernacular, and popular," hence the North American cultures. But, having so insisted, the time has come to produce maps, even if they be dispersed among other Chapters in the final atlas.

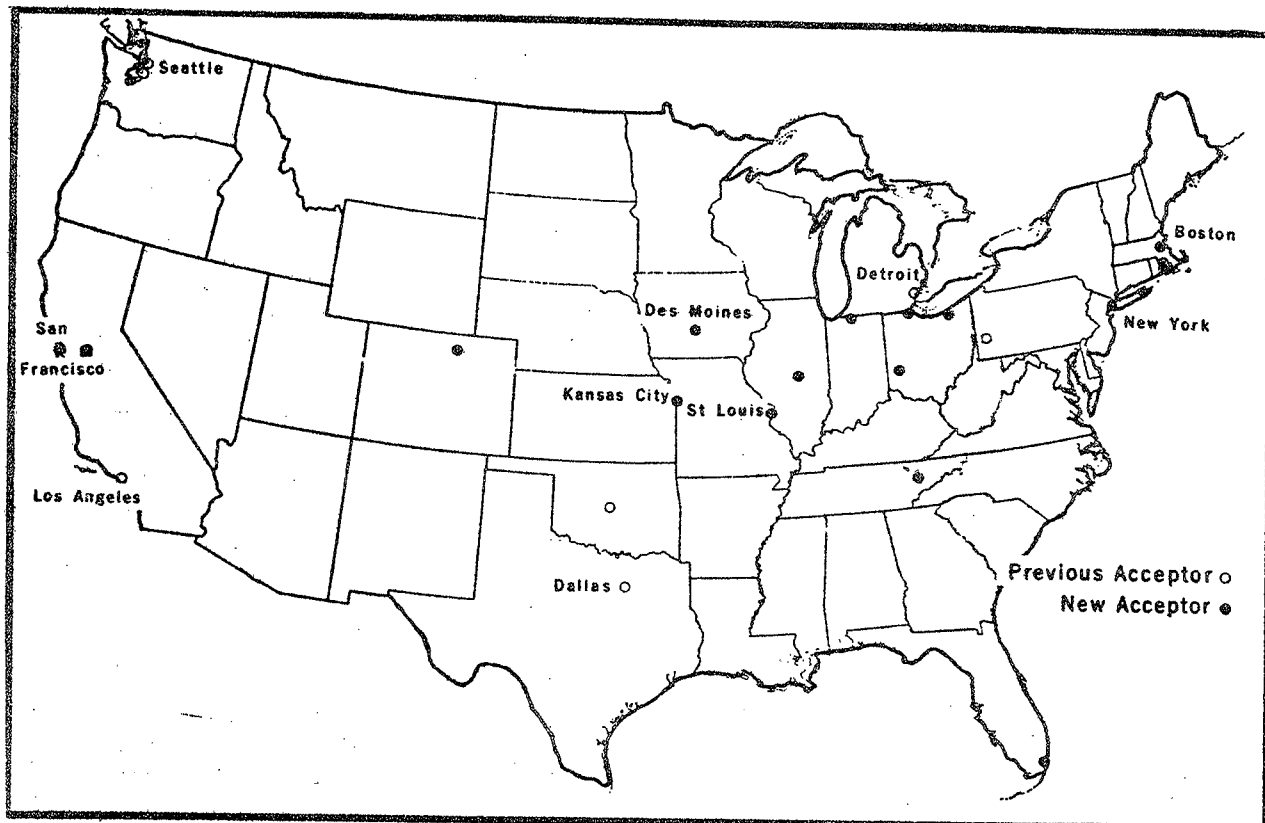


FIGURE 6a. Cities Adopting Radio Broadcasting in 1921 (adapted from Bell, 1965)

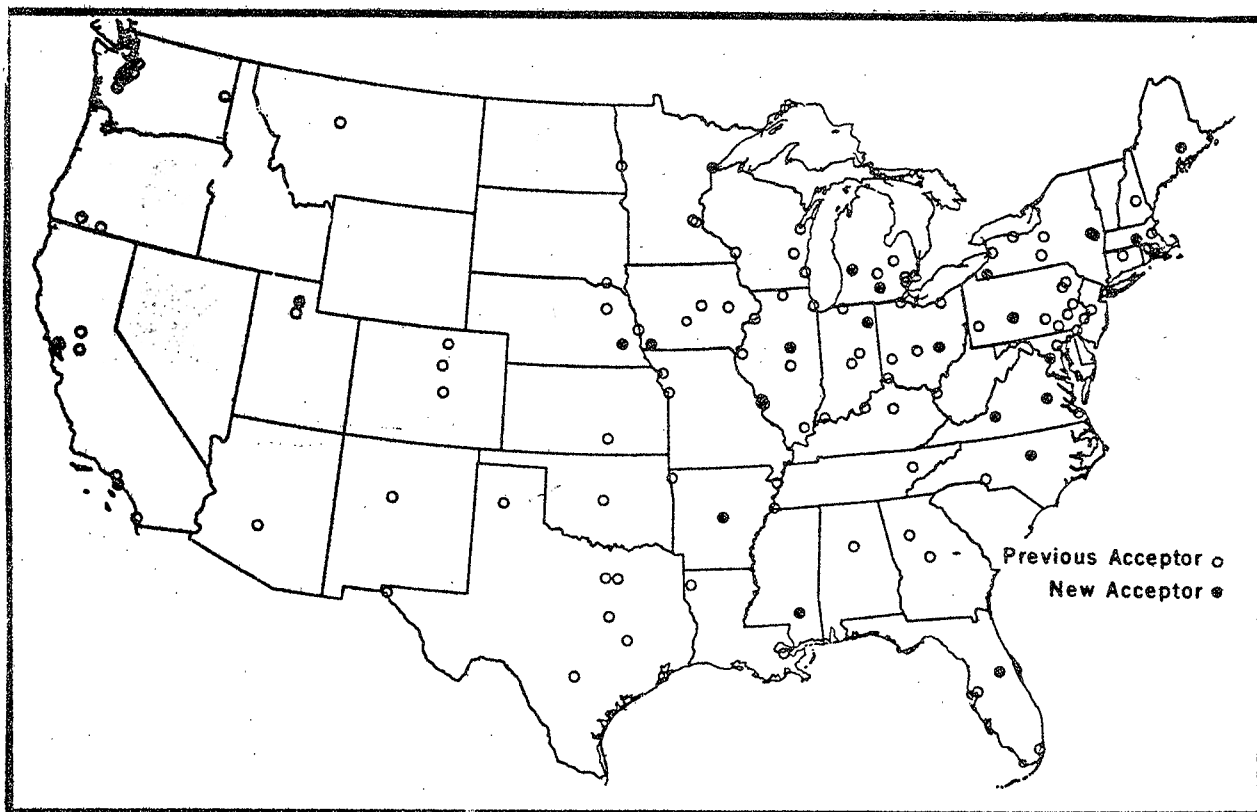
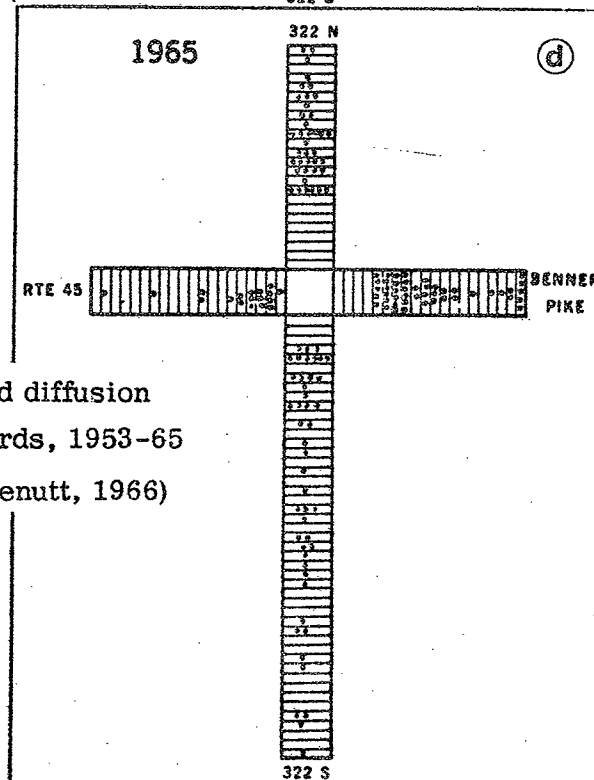
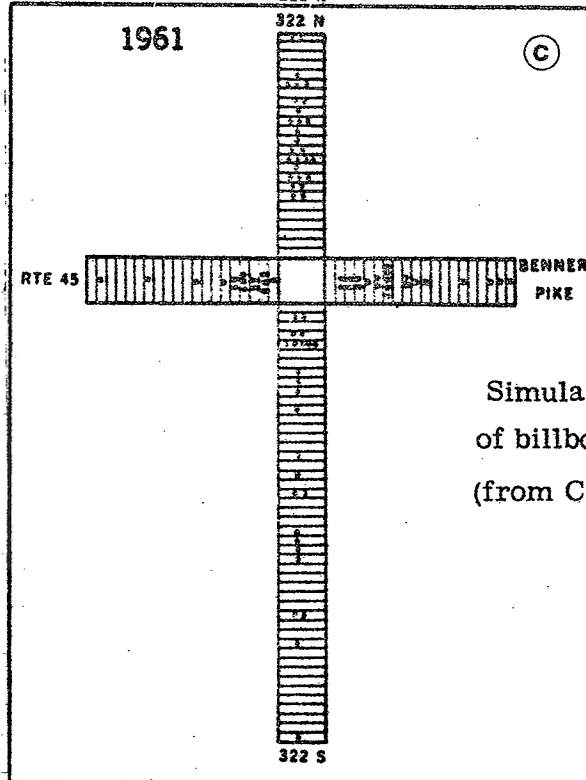
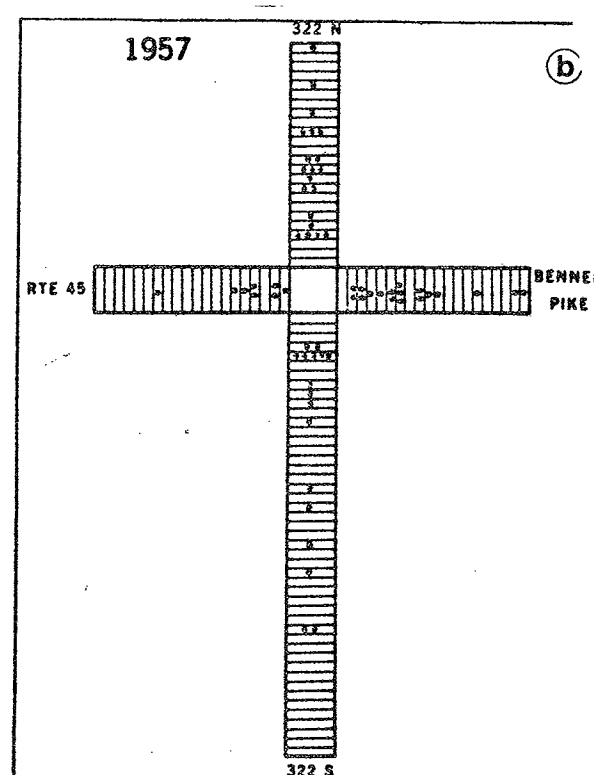
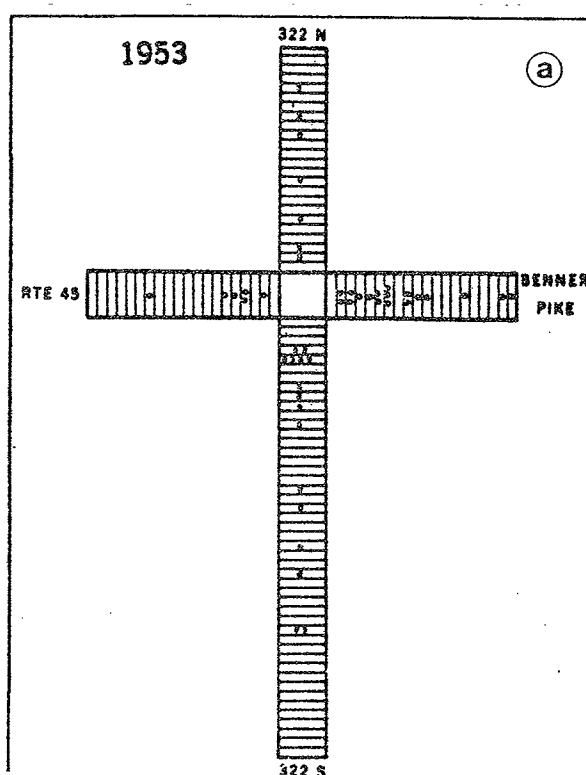
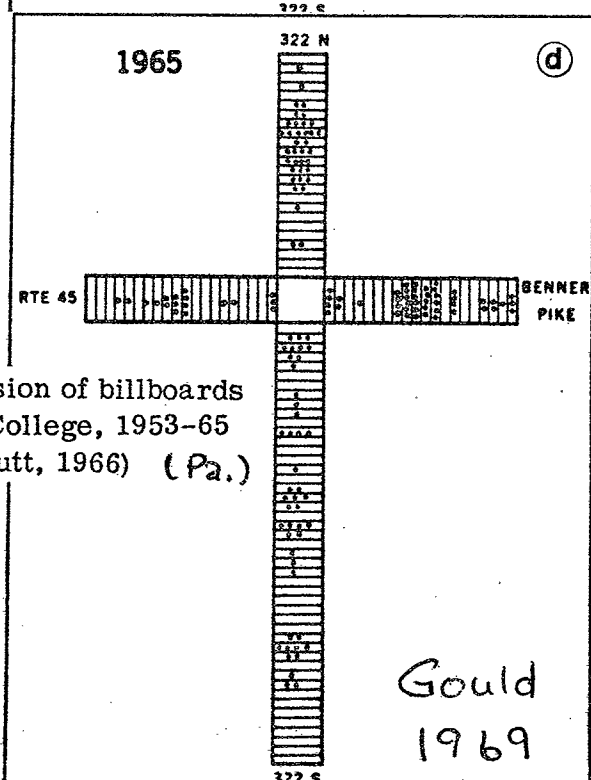
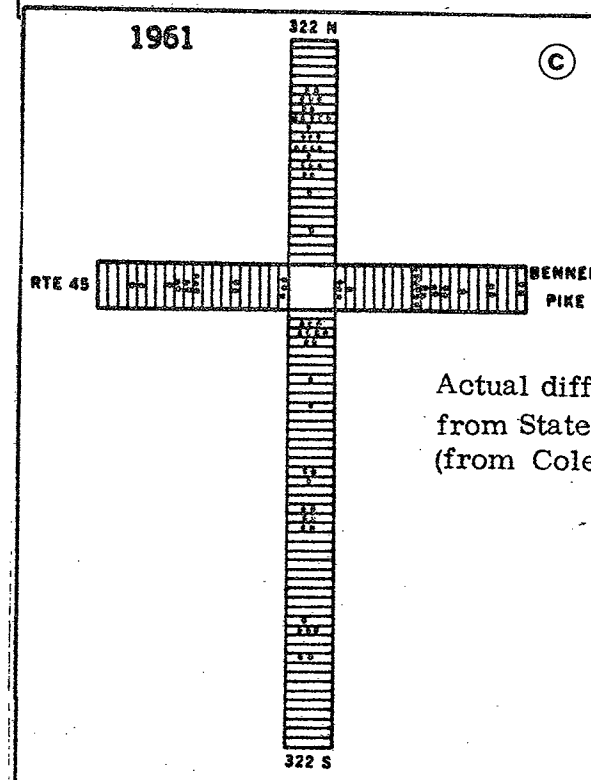
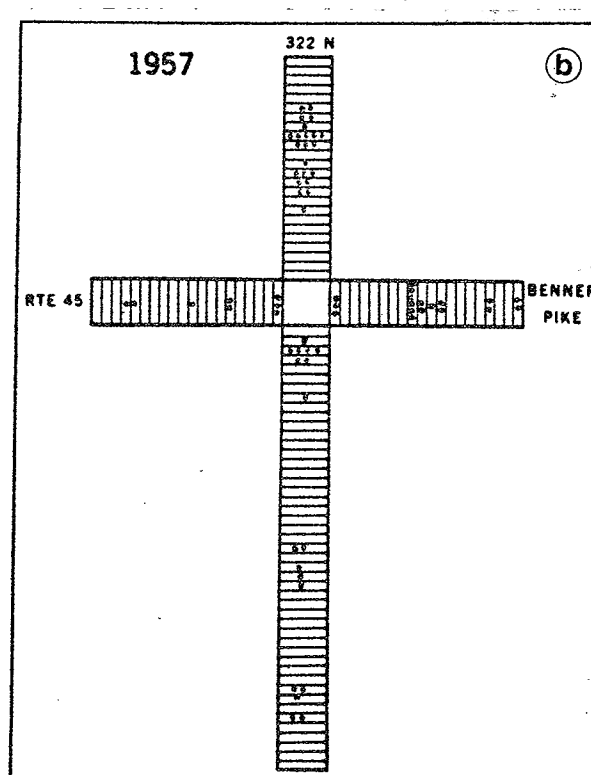
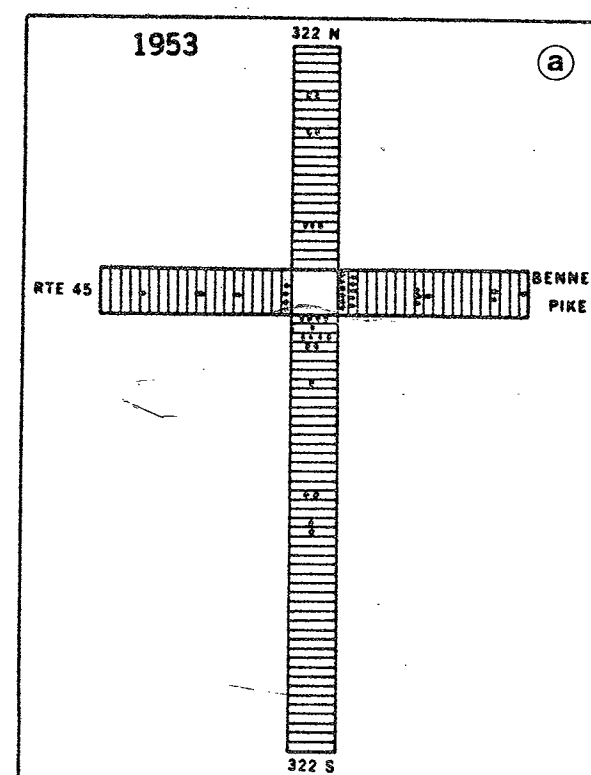


FIGURE 6b. Cities Adopting Radio Broadcasting in 1924 (adapted from Bell, 1965)

Gould 1969



Simulated diffusion
of billboards, 1953-65
(from Colenutt, 1966)



Actual diffusion of billboards
from State College, 1953-65
(from Colenutt, 1966) (Pa.)

Gould
1969