The Boss of the City:
The Stetson Legacy and Industrial North Philadelphia
The City as a Historical Artifact
Plan of William Penn (1693)
Industrial Philadelphia
Philadelphia 1880 - 1920

once known as “World’s Greatest Workshop”

ranked first in U.S. in production of hat making, clothing and knitted goods, carpets and rugs, locomotives, street cars, saws, surgical equipment, oil cloth, linoleum

by 1917

manufacturing plants: 8,379

industrial employment: 250,000

40 hat making plants = more than 1/2 total production in US, and more than all of Britain
Population of US Cities 1880

1  New York city, NY  1,206,299
2  Philadelphia city, PA  847,170
3  Brooklyn city, NY  566,663
4  Chicago city, IL  503,185
5  Boston city, MA  362,839

BIRD'S-EYE VIEW OF THE CITY OF PHILADELPHIA—ITS STREETS, AVENUES AND PUBLIC BUILDINGS—AND OF THE CENTENNIAL BUILDINGS IN FAIRMOUNT PARK.

Presented with No. 1009 of Frank Leslie's ILLUSTRATED NEWSPAPER.
(will show several hats- Phillies, eagles, tri-corner, stetson
Cowboy

Will ask audience which hat most represents Philadelphia?

See examples - >
(Wm. Penn’s hat once highest point in city)
(will show phillies and eagles hats)
(Cowboy hat ....?)
(cowboy hat as N. American collective mythology)
(Tom Mix image)
Marlboro Lights

Come to where the flavor is.
Use your creativity to build your own, ONE-OF-A-KIND SMarthats.com original hat.

Two Easy Ways to Customize:
- Choose a Hat Style and Embellish
- OR Request a Quote for a Custom Hat

How to Create Your Custom Hat:

STEP 1: Choose a Hat
STEP 2: Choose a Tiara or Broach
STEP 3: Choose a Hat Band
STEP 4: Add Your Initials

Tyra Banks and Kimora Lee Simmons
NAACP Image Awards 2004

Request a Quote for a Custom Hat:

To: sales@smarthats.com
The Story of the Stetson Hat
(1865 - first western style “Boss of the Plains”, similar to mexican “cowboy” hat or sombrero
(success of Stetson allowed for eastern “contemporary” fashions to be developed)
(made hats for US military, as well as S. African army, Canadian Mounties)
(will discuss late 19th C. industrial city, labor force, ethnicity, structure of community, etc)