

STOREROOM STORIES

Barbie Ten Speed Bicycle

The Charleston Museum



In commemoration of Barbie's 57th birthday on March 9th, The Charleston Museum presents a vintage Barbie "Ten Speed" bicycle. Barbie made her debut on this day in 1959 at the American International Toy

Fair in New York. This date is used as Barbie's official birthday. The bicycle was popular among young girls social gatherings in the mid 70's to 80's. Barbie provided a strong influence on girls across the nation.

ABOUT THE OBJECT

Description:

Real bicycle features including: Rotating tires painted black to resemble rubber and movable kickstand.



Barbie attaches to the bike seat by a small peg. Bicycle fits Barbie's friends Kelly, P.J., and Francie dolls as well.



Designer:

Designed by *Mattel Manufacturing Inc.* the bicycle was sold for \$5.57 at the time of production.



This bicycle made a strong statement by being yellow and not the classic "Barbie pink." This attempt was to widen the appeal of Barbie items.

"The fun way to go" "Great for a fast run to the beach... A picnic pedal through the woods"

Barbie's Environmental Emphasis

From the days when Earth Day was new, Barbie took a stand against pollution by including a sticker with the words "Smog Free" to be placed on the back of the bicycle's basket. During the 1970's the environmental movement focused its efforts on pollution and successfully pressured Congress to pass measures to promote cleaner air and water. In

accordance with the popular movements of the 70's, Barbie appealed to the masses by choosing a bicycle as Barbie's transportation. A bicycle represents a "smog free" environmentally friendly way to get around. The Barbie phenomenon was representative of dreams - in this case, the dream was a clean environment.