

TEACHER GUIDE

1868 DOC. #3: Democratic Parade Image

BACKGROUND INFORMATION

The mass campaign gatherings that were commonplace during the time of Andrew Jackson and William Henry Harrison continued into the later 19th century, though never with the same numbers or enthusiasm as in those earlier campaigns. Lincoln supporters in 1860 had formed groups called “Wide Awake Clubs” who would march in zigzag patterns to match the split-rail fence pattern in honor of the original “rail splitter,” Honest Abe. Parades continued to be an important campaign strategy during the 1868 election.

> **Project** the document.

This magazine illustration shows a New York parade for Democratic candidate Horatio Seymour. Marchers carried torchlights on long poles during night parades which could produce brilliant flashes three feet high. Party supporters wore similar clothing, often special caps, to demonstrate their unity.

QUESTION **What techniques are being used to gain voters’ interest and enthusiasm?**

SUGGESTED ANSWER Techniques include marching, banners, special caps, lanterns, and fireworks.

QUESTION **What does this drawing tell you about Seymour’s stand on the issues? How do you know?**

SUGGESTED ANSWER He wants to reduce taxes.

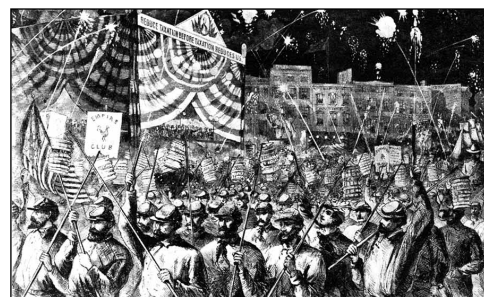
EVIDENCE banner saying “Reduce taxation before taxation reduces us”

QUESTION **Who would the target audience likely be for a parade such as this and why?**

SUGGESTED ANSWER The target audience would be white male voters.

EVIDENCE with the exception of a single African American man, all the marchers appear to be white males; because the Democrats at this time opposed civil rights for African Americans and thus would be appealing to the racism of many white voters; women were not able to vote at this time

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Democratic Parade Image

PowerPoint Slide

FURTHER QUESTIONS

What factors would be considered by a candidate in deciding where and how to bring out supporters for a public event like this?

Is it appropriate for political parties to host parades and marches?

What role has celebration played in turning out voters for presidential elections?

CONNECTIONS

(see thematic listing)

Reaching Voters

Compare political parades from the nineteenth century (1860 doc. #3 and 1840 doc. #3) with contemporary conventions (2000 doc. #1).