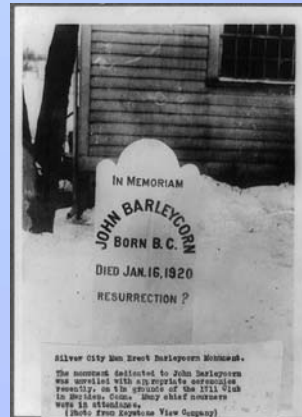
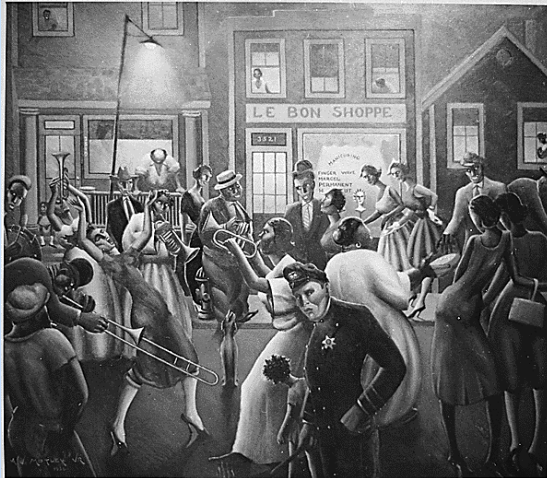


The 1920s



February, 1928 AMERICAN MOTORIST 37

THE COUPE \$520

Easier to handle—safer to drive

The driving control of the Ford car is exceedingly simple, yet always dependable. It effectively reduces the possibilities of accidents—particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility afforded by the all-steel body construction with narrower pillars and large plate glass windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the many features of Ford cars and demonstrate their easy handling. Get full particulars about convenient time payment plans.

FORD MOTOR COMPANY, DETROIT, MICH.

Ford

BEAUTY -- COMFORT -- CONVENIENCE -- UTILITY



Table of Contents

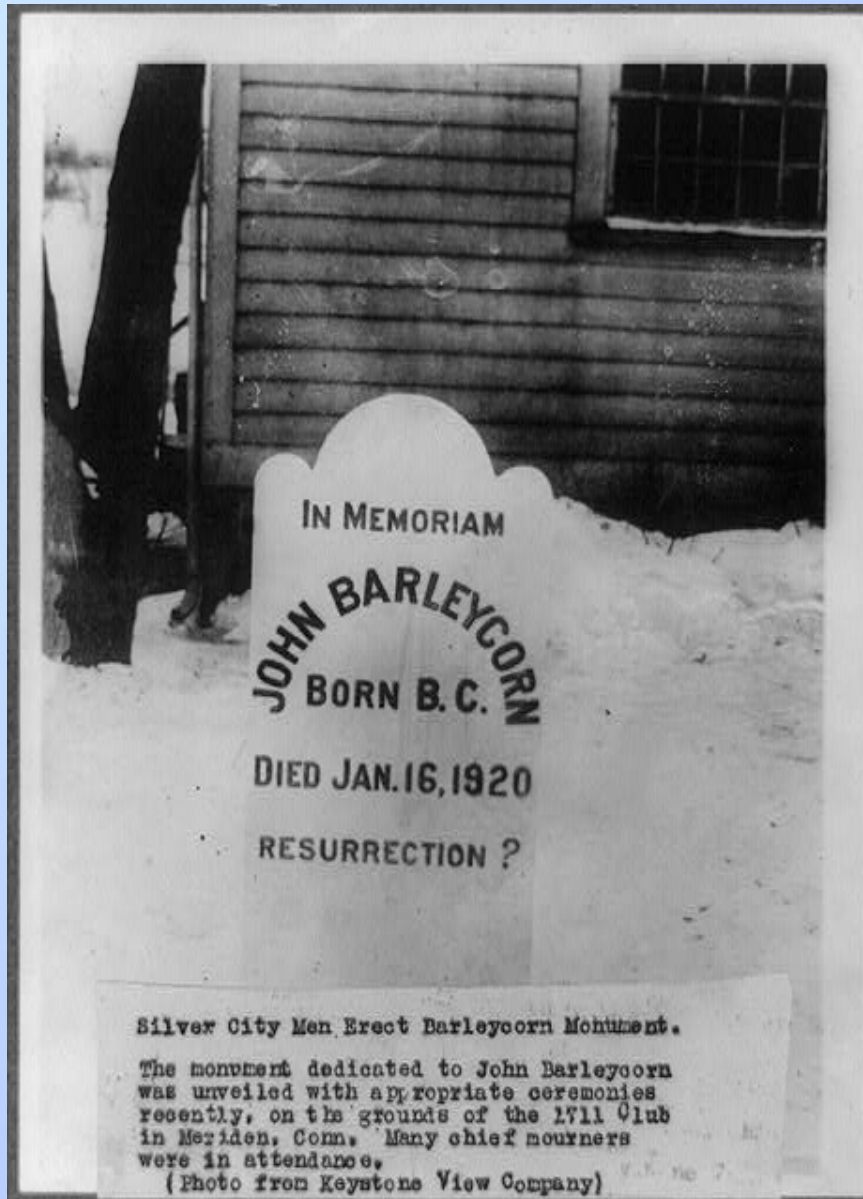


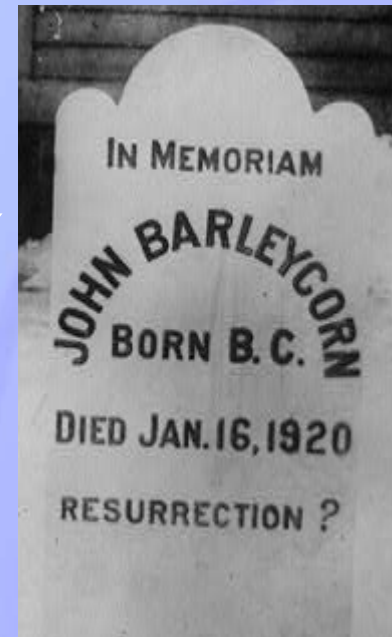
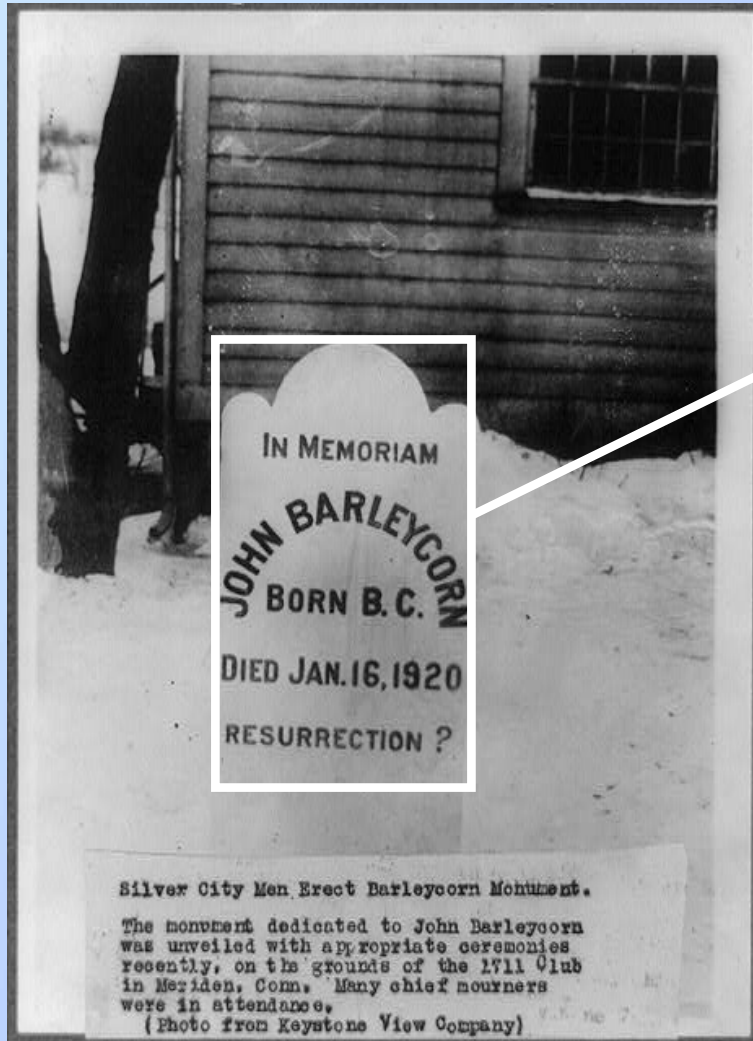
- Prohibition
- Harlem Renaissance
- Ku Klux Klan
- Automobile/Consumerism
- “The Roaring 20s”

Prohibition

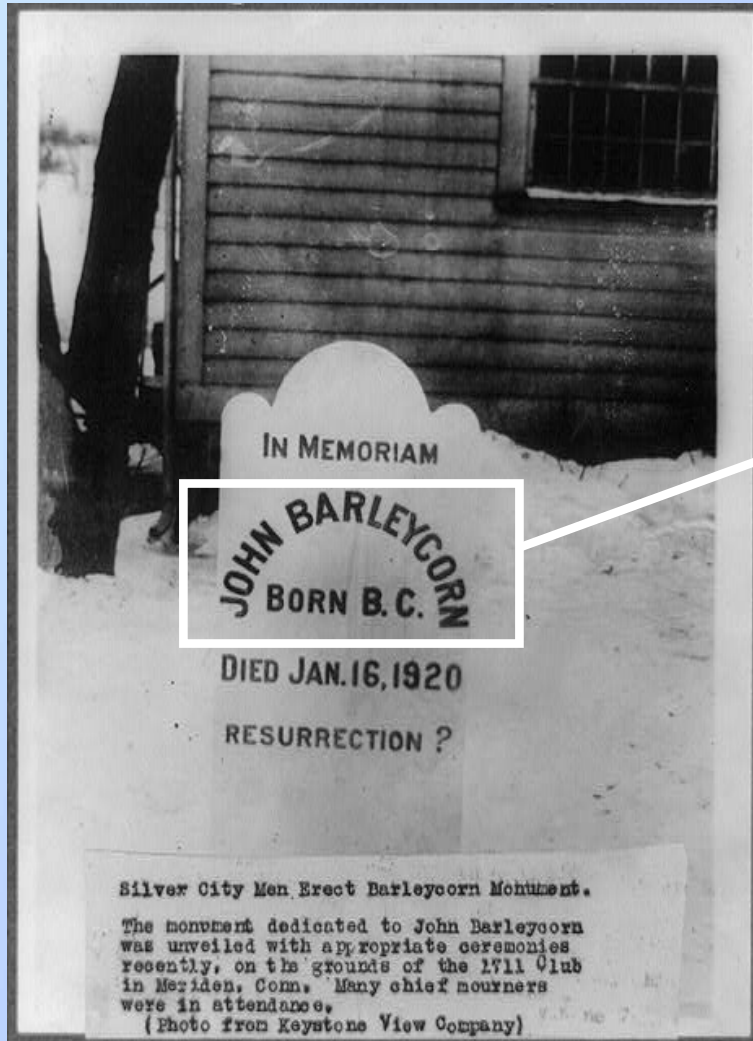
- The 18th Amendment/The Volstead Act
- Prohibited sale, distribution, and manufacture of “intoxicating liquors”
- Greatly disliked by many Americans
- People found ways around the law by either buying illegal liquor or making their own
- Eventually repealed by the 21st Amendment in 1933

Prohibition

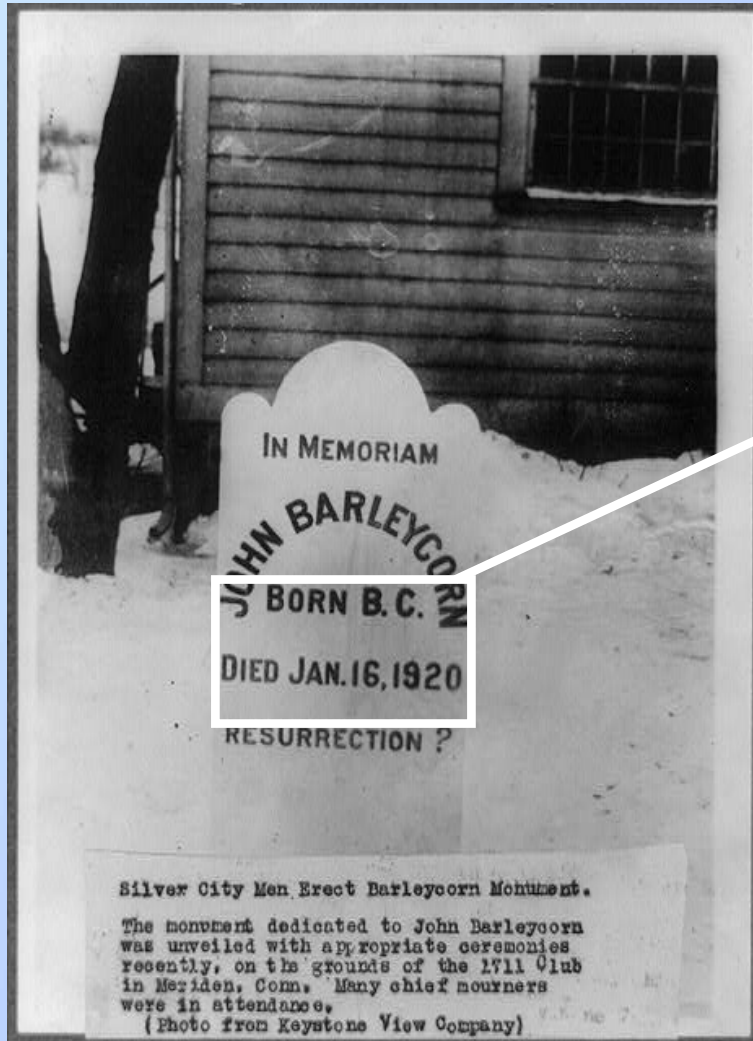




- What is this “monument” supposed to be?
- How can you tell?

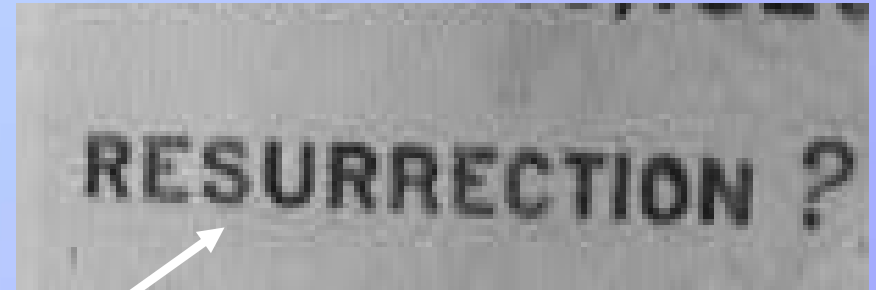
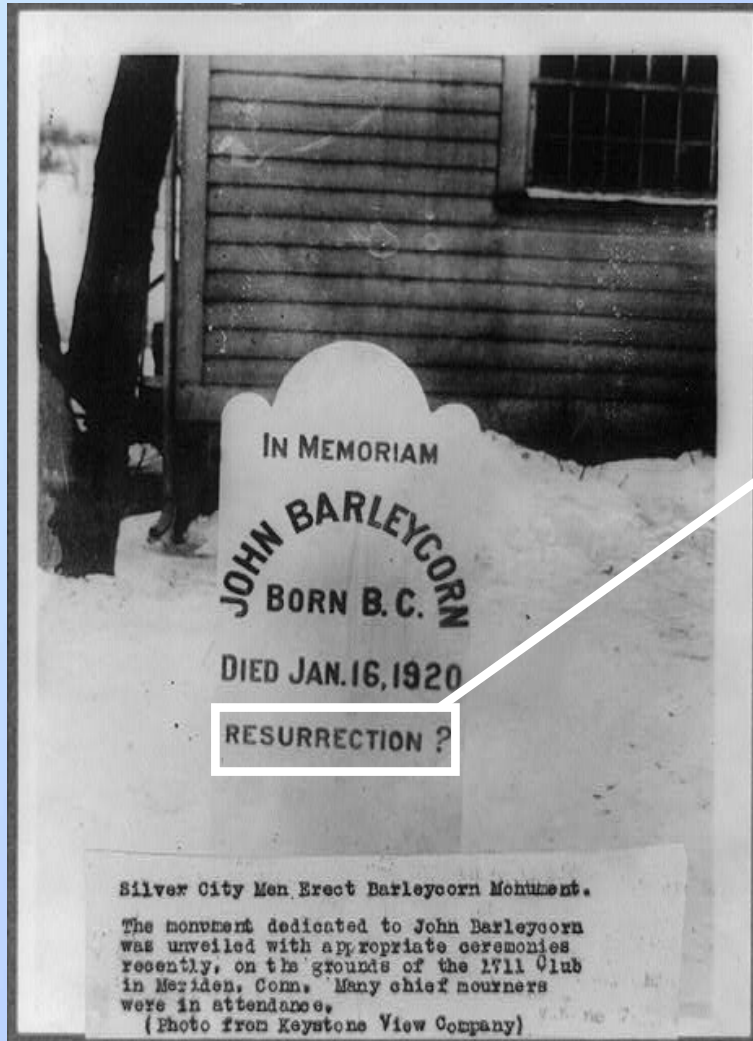


- What is the significance of the name “John Barleycorn” as posted on the monument?
- What does the use of this name reveal about the monument’s purpose?



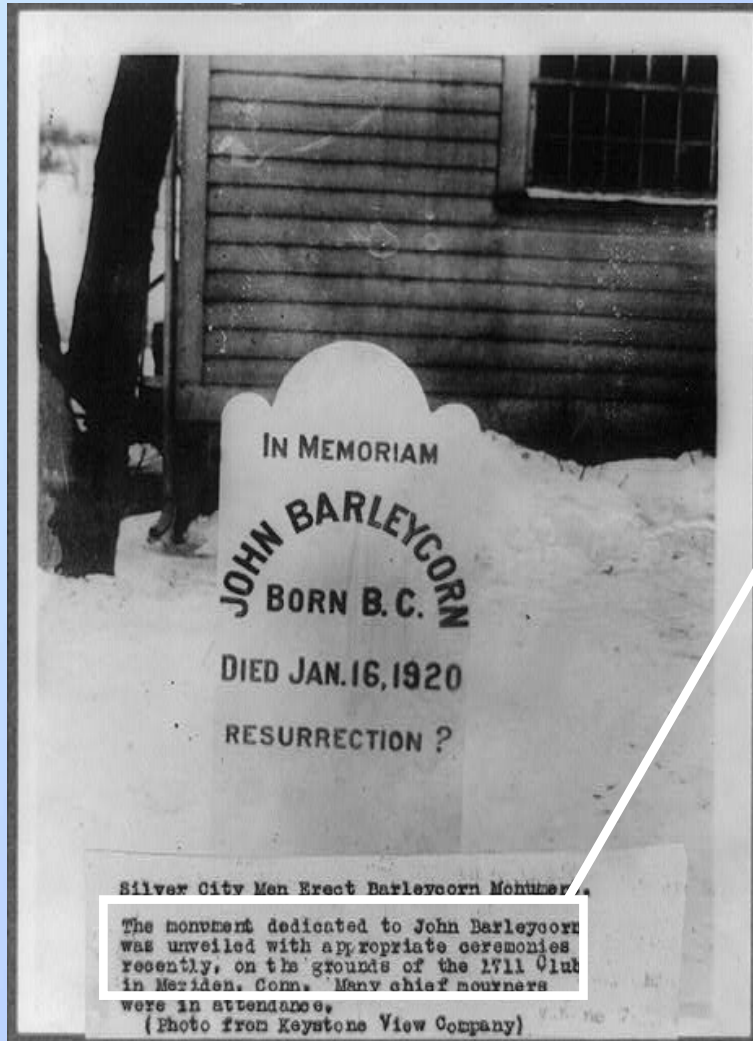
BORN B.C.
DIED JAN. 16, 1920

What is the significance of the dates mentioned on the monument?



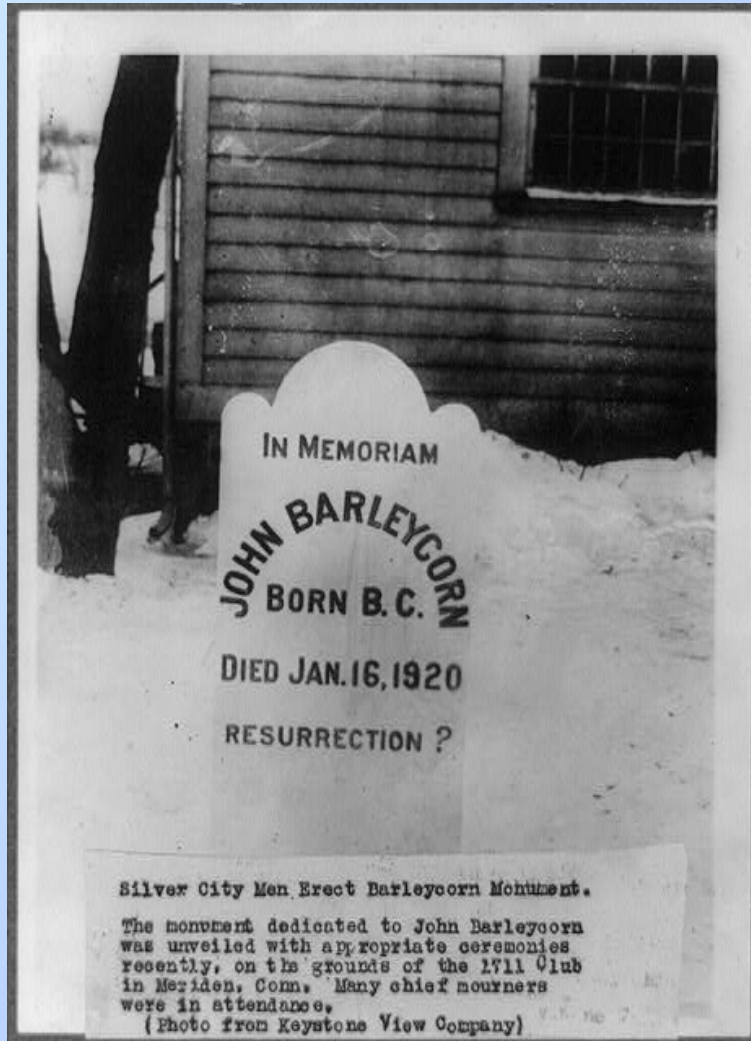
What is the significance of this line on the monument?

Analyzing Visual Primary Sources



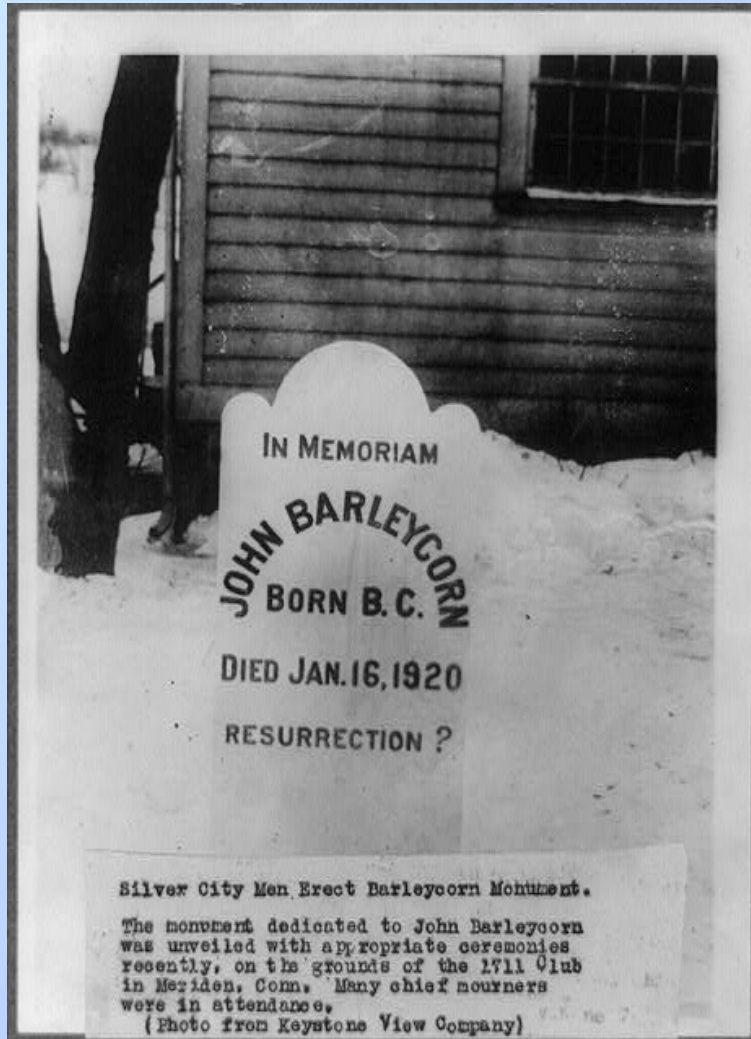
The monument dedicated to John Barleycorn was unveiled with appropriate ceremonies recently, on the grounds of the 1711 Club in Meriden, Conn. Many chief mourners were in attendance.

- What might the “1711 Club” have been?
- How might Prohibition have affected the club and its members?



This monument was located in the town of Meriden, a Connecticut suburb.

Would you expect that resistance to Prohibition was more common in rural or urban areas? Why?

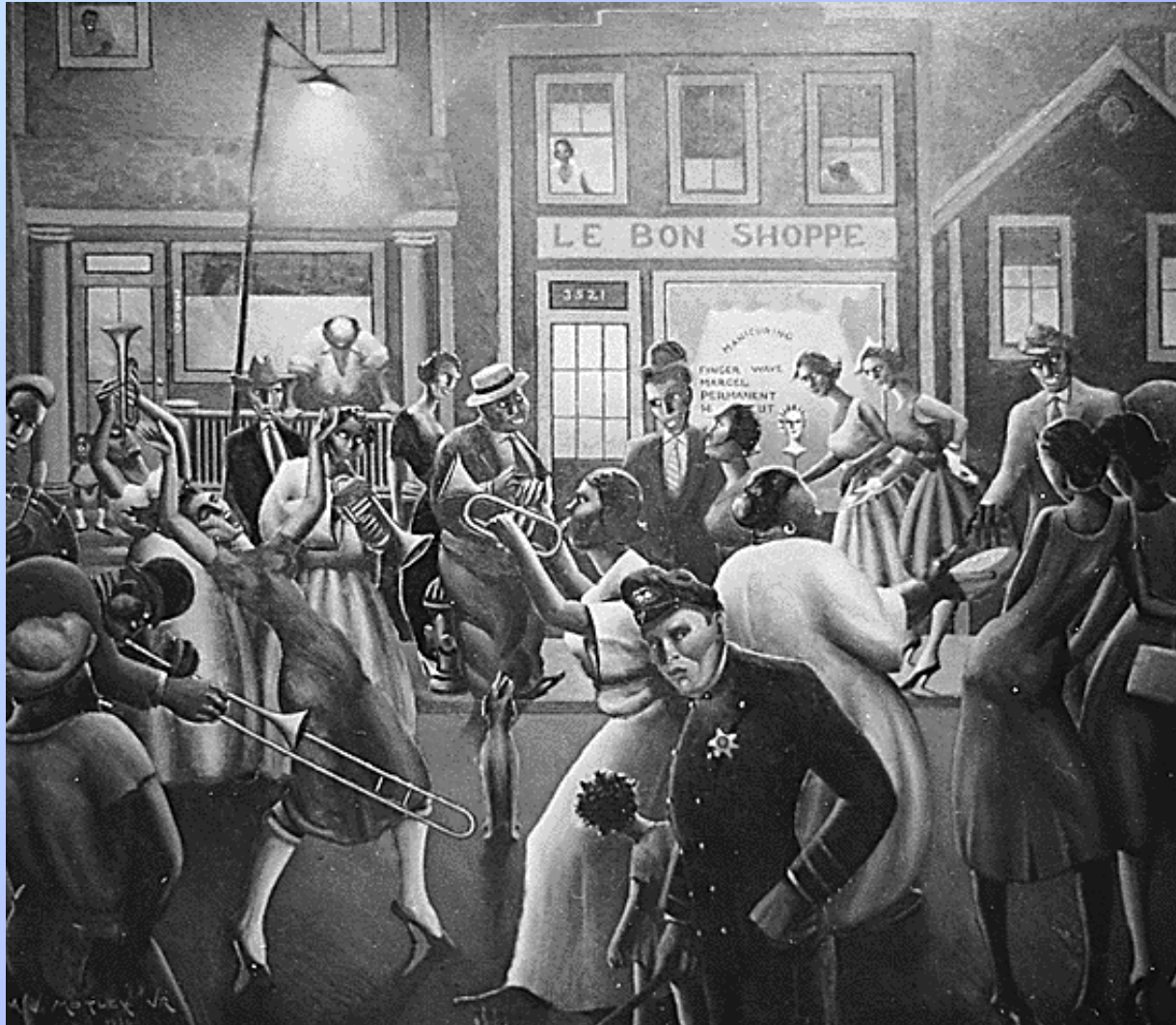


Do you think this monument was a serious protest against Prohibition or a joke?

The Harlem Renaissance

- Flourishing of black artistic and literary talent in the 1920s
- Black artists became more accepted in mainstream culture and explored new avenues of artistic expression
- Frequent themes included celebration of African heritage as well as the difficulties of being African American during the early 20th century
- Well-known names in the Harlem Renaissance included Langston Hughes, Countee Cullen, Alain Locke, and Archibald Motley

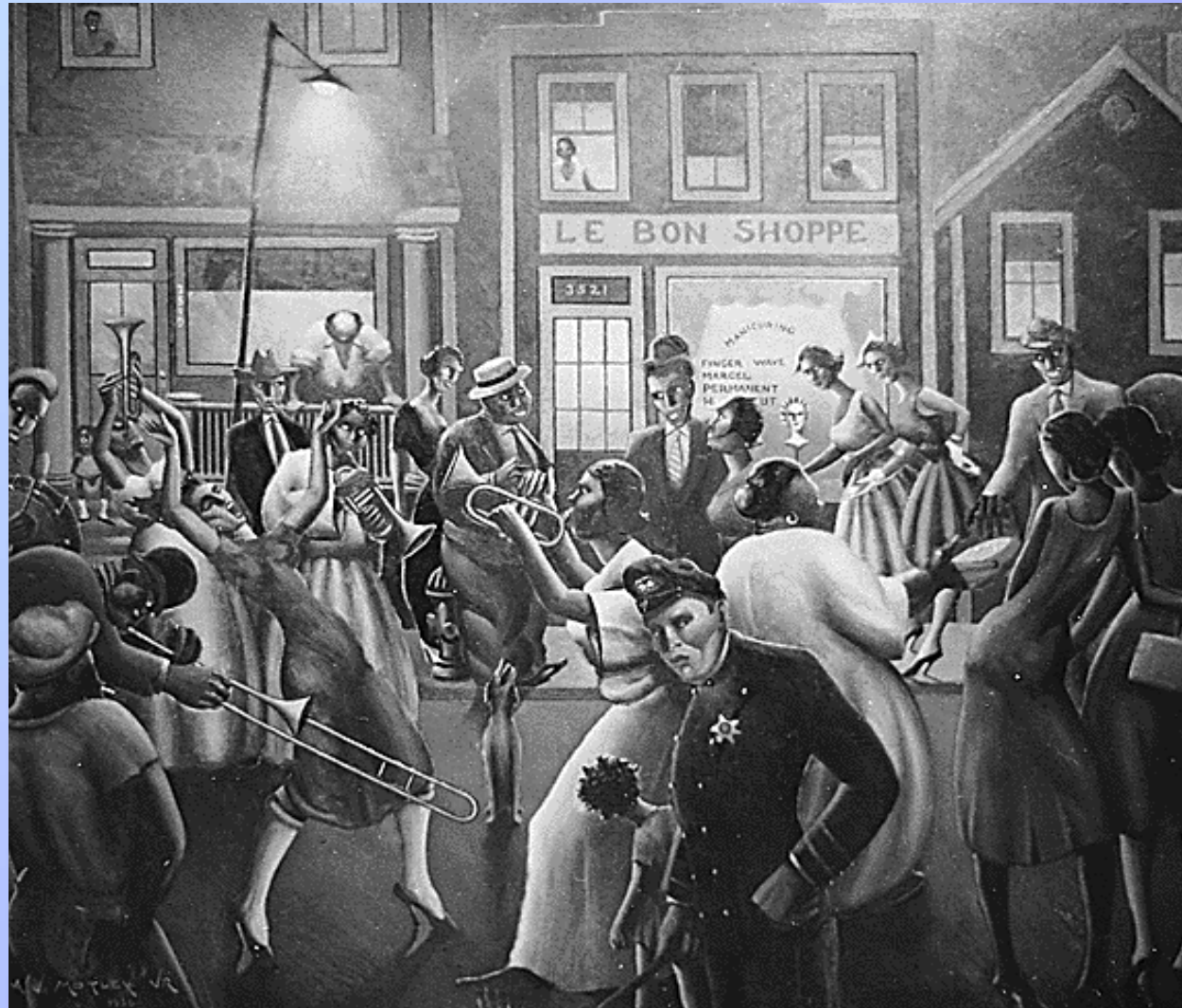
The Harlem Renaissance



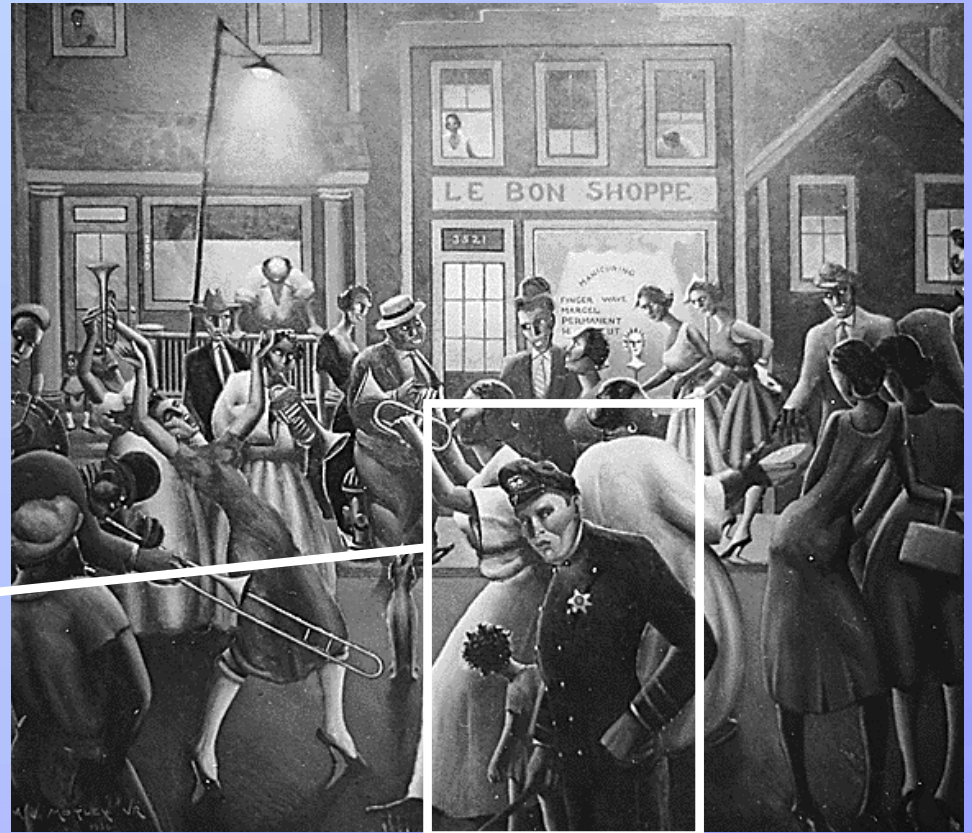
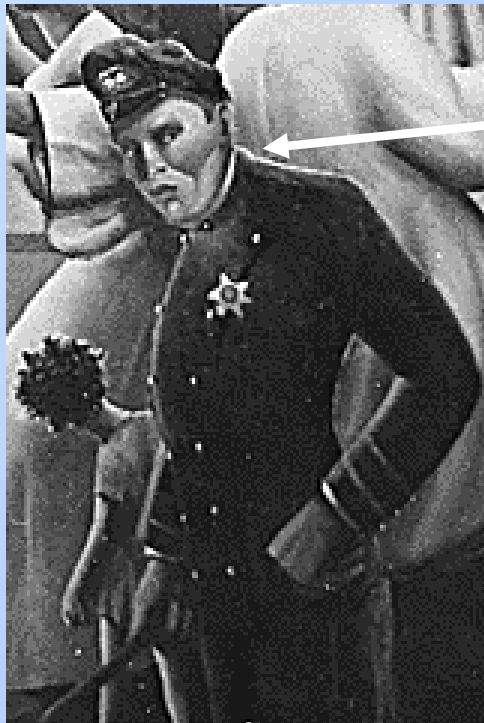


- What is going on in the scene depicted in this painting?
- Describe the people in the painting—what do they look like?
- How are they dressed?

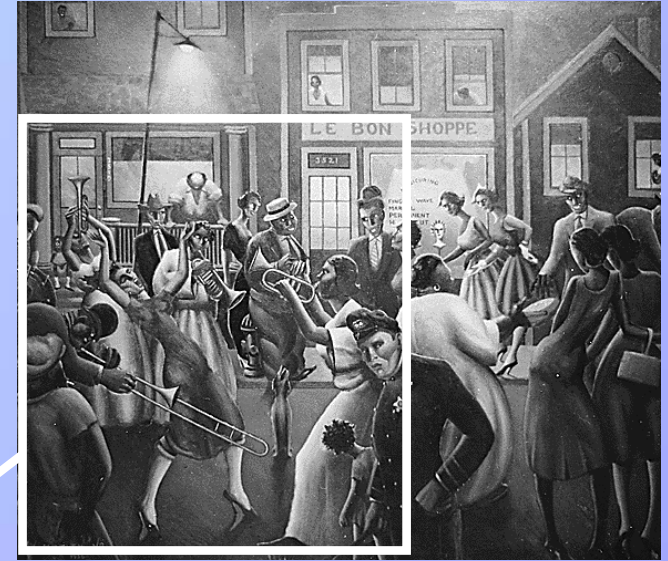
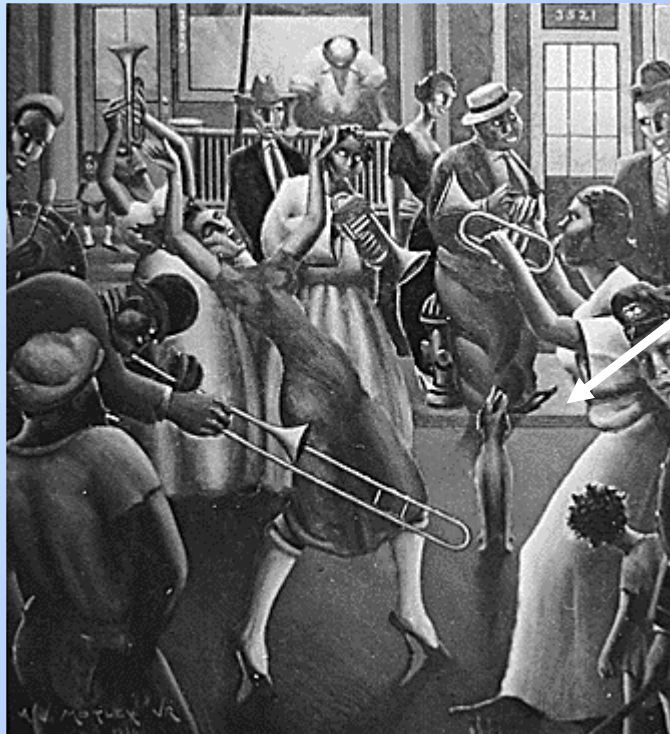
What type of music do you think is being played by the musicians in the picture?



- How does the character of the policeman in the picture differ from most of the other characters?
- What do you think his expression conveys?



In the painting, several of the musicians are women.



What symbolism do you see in this? Explain.

The subjects' faces in this painting bear a strong resemblance to African tribal art.



Why do you think the artist chose to portray the subjects in this manner?





What are the main themes the artist is trying to convey?



Alain Locke, a Harlem Renaissance author, wrote in 1926 that “Negro life is seizing its first chances for group expression and self-determination.”

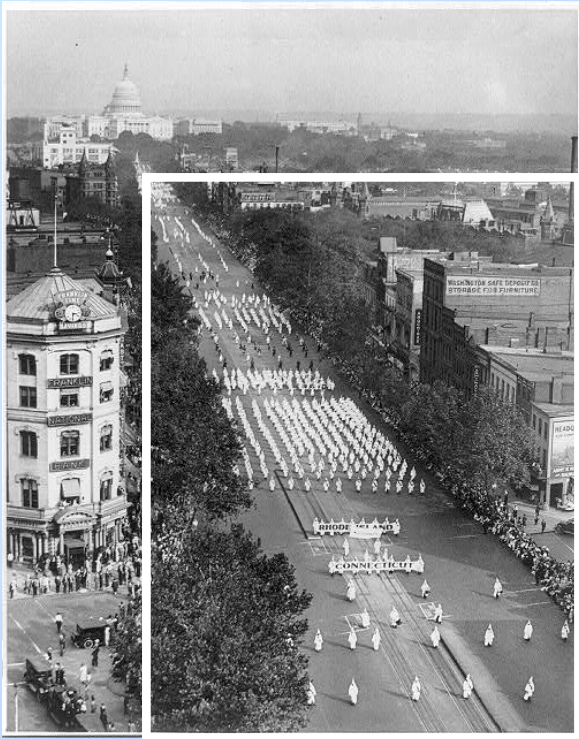
Does this work of art support Locke’s claim?
Brainstorm as a class about why or why not.

The Ku Klux Klan

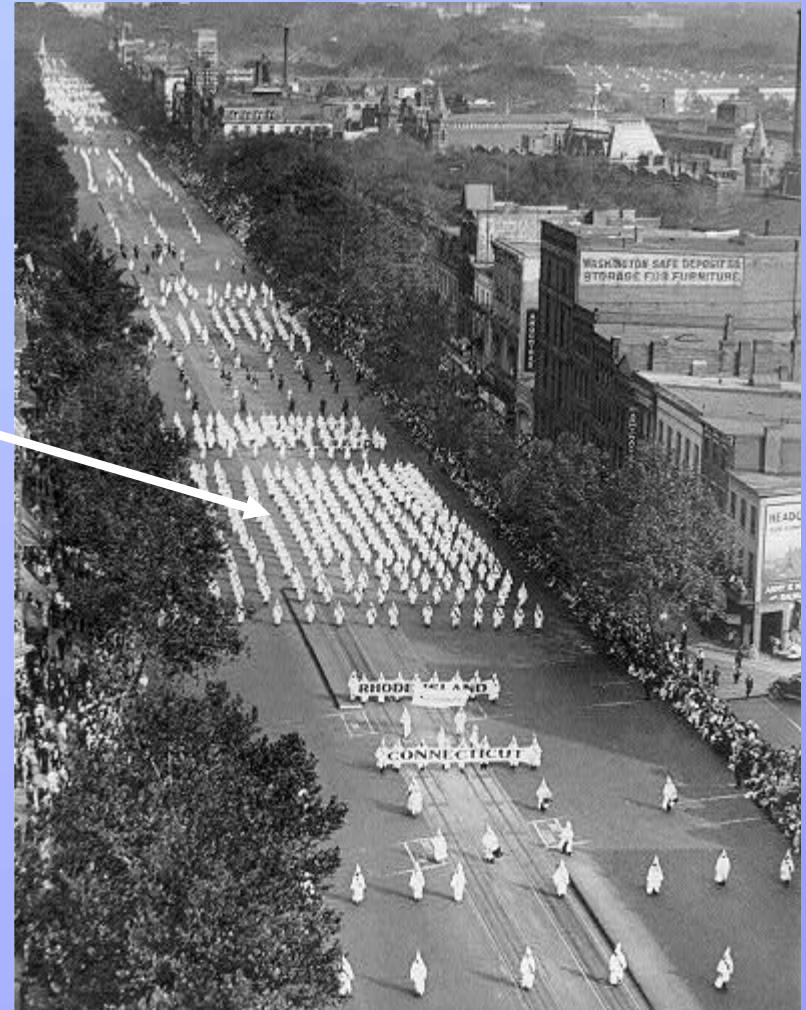
- Enjoyed a resurgence in the 1920s
- The “Red Scare” and nativism helped fuel prejudice
- The Klan persecuted not only blacks, but also Jews, Catholics, and immigrants
- “One hundred percent Americanism”
- The Klan enjoyed popularity in several areas of the United States
- Criminal activity and the arrest of the Grand Dragon of the Indiana Klan led to its decline at the end of the decade

The Ku Klux Klan

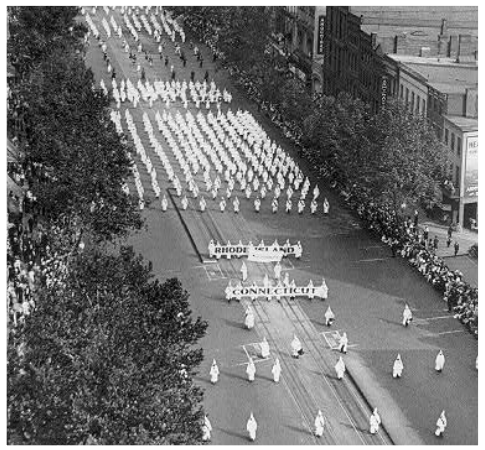
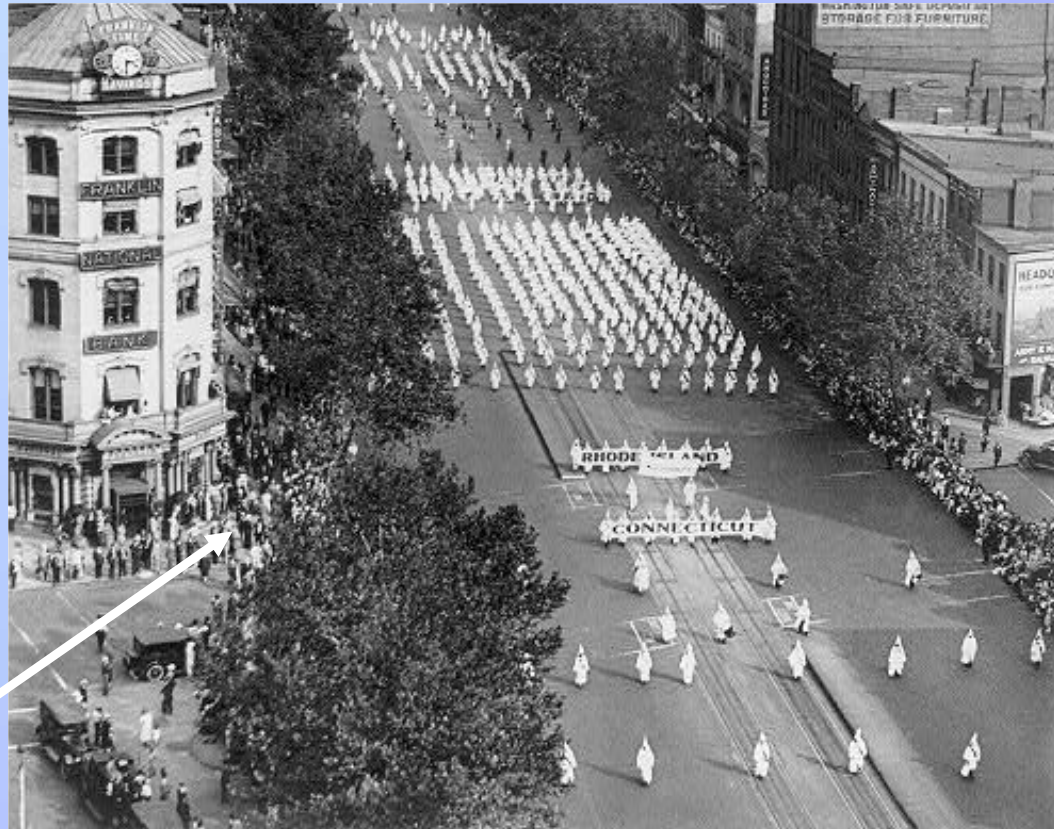




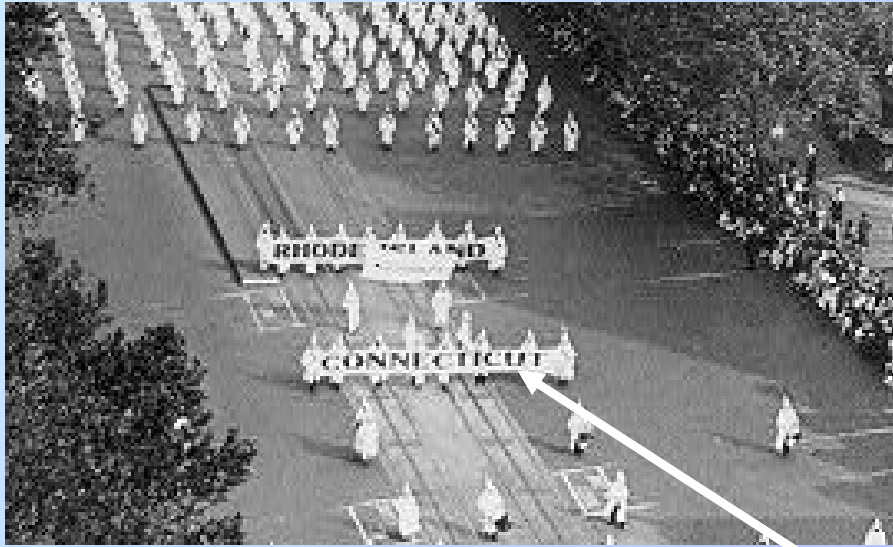
- Speculate as to the number of Klan members on parade in the photo.
- What can you infer about the popularity of the Klan at the time based on what you see?



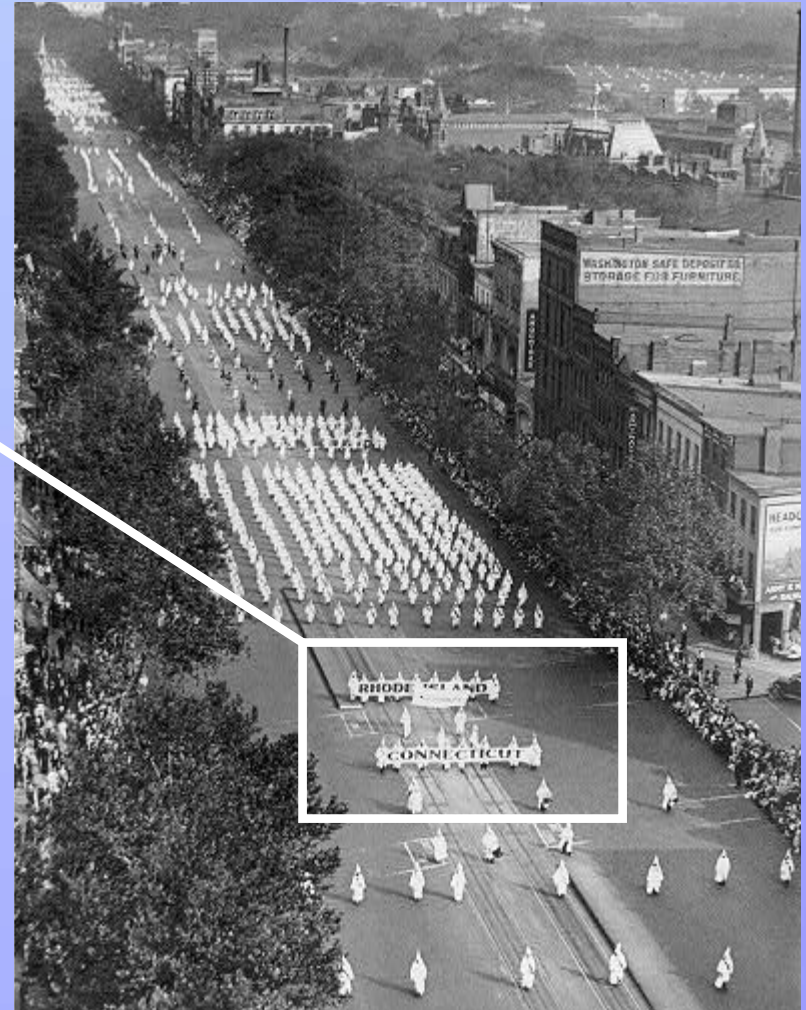
Analyzing Visual Primary Sources



- Does it look as if many people came out to watch the parade?
- Do you think they supported the Klan or were merely curious?



- Why might the marchers have had banners reading “Rhode Island” and “Connecticut”?
- What do the banners imply about the strength and outreach of the Ku Klux Klan in the 1920s?





Why do you think the Klan decided to hold a parade rather than just a rally with featured speakers?





Why might this man have been carrying an American flag?





In many pictures of Klan rallies, members have their faces covered.

Why do you think the Klan members in this picture are marching in public with their faces in full view?



Look at the expressions on the faces on the men in the picture.

- What sort of emotions or feelings do their faces display?
- What impression do you think they wanted to convey to the crowd through their behavior?





Note the elaborate insignia and the variety of Klan uniforms.

Why might the Klan have thought it important to emphasize the quasi-military nature of their organization during this march?





Note the Capitol Dome in the background.

Why do you think the Klan held this march in Washington, D.C.?



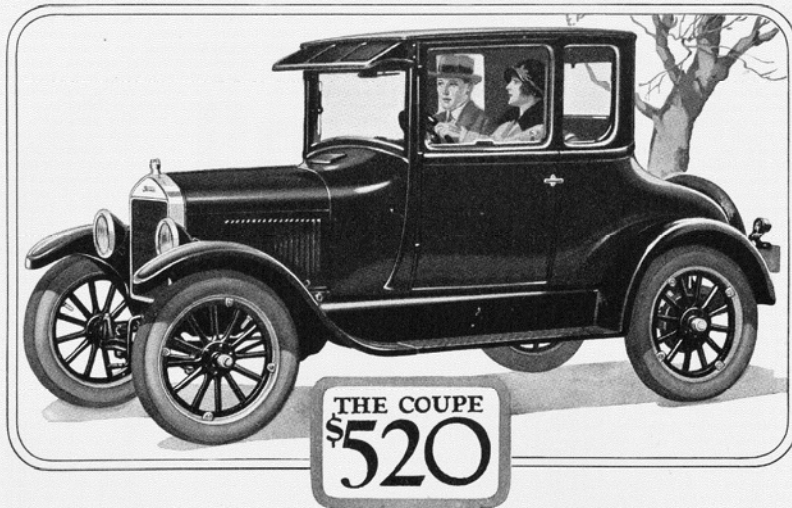
Automobiles/Consumerism

- Advertising “came into its own” during the 1920s
- Brand names become well-known
- The “installment plan”/“big ticket” items
- Owning an automobile became an essential part of American life
- Consumerism led to overuse of credit

February, 1926

AMERICAN MOTORIST

37



Easier to handle - safer to drive

The driving control of the Ford car is exceedingly simple, yet always dependable. It effectively reduces the possibilities of accidents — particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility, afforded by the all-steel body construction with narrower pillars and large plate-

glass windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the many features of Ford cars and demonstrate their easy handling. Get full particulars about convenient time payment plans.

RUNABOUT, \$260 • TOURING, \$290 • COUPE, \$520
TUDOR SEDAN, \$580 • FORDOR SEDAN, \$660
Closed cars in colors. • Demountable rims and starter
extra on open cars. • All prices F. O. B. Detroit

FORD MOTOR COMPANY, DETROIT, MICH.

The classic Ford logo, featuring the word "Ford" in a stylized, cursive script font.

BEAUTY .. COMFORT .. CONVENIENCE .. UTILITY

Automobiles/ Consumerism

Easier to handle- safer to drive

February, 1926 37
AMERICAN MOTORIST



THE COUPE
\$520

**Easier to handle-
safer to drive**

The driving control of the Ford car is exceedingly simple, yet always dependable. It effectively reduces the possibilities of accidents—particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility, afforded by the all-steel body construction with narrower pillars and large plate-glass windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the many features of Ford cars and demonstrate their easy handling. Get full particulars about convenient time payment plans.

BURNABOUT 8200 • TOURING 8200 • COUPE 8200
TUDOR SEDAN 8200 • FORDOR SEDAN 8200
Closed cars in colors • 12-month delivery plan and interest
rates on open cars • All prices F.O.B. Detroit

FORD MOTOR COMPANY, DETROIT, MICH.

Ford

BEAUTY .. COMFORT .. CONVENIENCE .. UTILITY

- What features of the automobile does the large headline in the ad highlight?
- Why might these things have been important to 1920s consumers?



How might these words in the ad have induced consumers to buy this automobile?

BEAUTY .. COMFORT .. CONVENIENCE .. UTILITY

- To which consumers would the idea of “convenient time payment plans” been appealing?
- What does this line tell us about the type of consumers Ford hoped would buy this car?

February, 1926 AMERICAN MOTORIST 37



THE COUPE \$520

Easier to handle - safer to drive

The driving control of the Ford car is exceedingly simple, yet always dependable. It effectively reduces the possibilities of accidents — particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility, afforded by the all-steel body construction with narrower pillars and large plate glass windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the reason for this, and demonstrate their easy handling. Get full particulars about convenient time payment plans.

FOUR SEAT, \$545. FORDOR SEDAN, \$545. Closed cars in color. * Dependability, ease and safety shown on open cars. * All prices F. O. B. Detroit.

FORD MOTOR COMPANY, DETROIT, MICH.

Ford

BEAUTY .. COMFORT .. CONVENIENCE .. UTILITY

demonstrate their easy handling.
Get full particulars about convenient time payment plans.

This car cost \$520 at the time, which is roughly equivalent to \$5800 today.



February, 1926 AMERICAN MOTORIST 37

**Easier to handle -
safer to drive**

The driving control of the Ford car is exceedingly simple, yet always dependable. It effectively reduces the possibilities of accidents — particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility, afforded by the all-steel body construction with narrower pillars and large plate-

glass windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the many features of Ford cars and demonstrate their easy handling. Get full particulars about convenient time payment plans.

BURNABY 8200 • TOURING 8200 • COUPE 8200
TUDOR SEDAN 8200 • FORDOR SEDAN 8200
Closed cars in colors • Dismountable top and steering
seats on open cars • All prices F. O. B. Detroit

FORD MOTOR COMPANY, DETROIT, MICH.

BEAUTY .. COMFORT .. CONVENIENCE .. UTILITY

- Was this car relatively cheap or expensive?
- What does the location of the price in the ad imply as to how important the cost of the car might have been to the consumer?

Why do you think the ad shows a woman driving the car rather than the man?

February, 1926

AMERICAN MOTORIST

37



THE COUPE
\$520

Easier to handle-
safer to drive

The driving control of the Ford car is exceedingly simple, yet always dependable. It effectively reduces the possibilities of accidents—particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility, afforded by the all-steel body construction with narrower pillars and large plate-

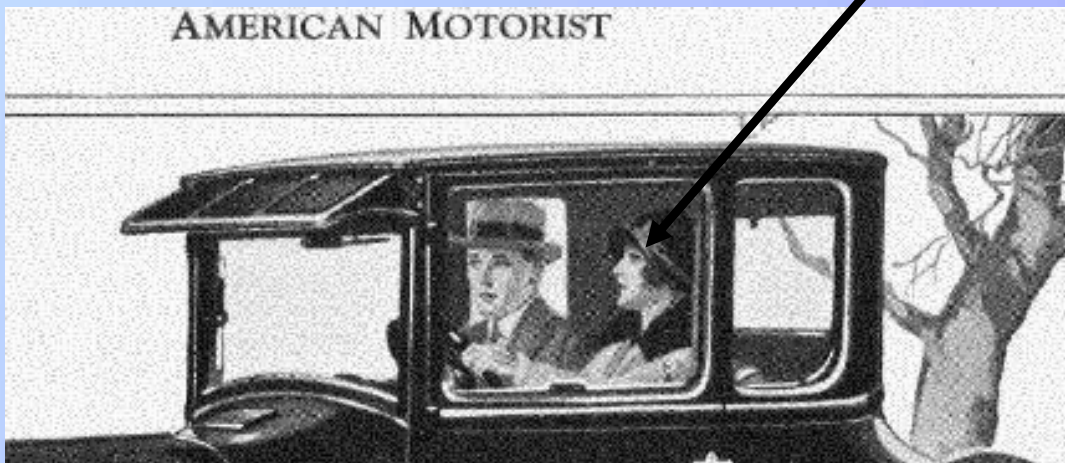
glass windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the many features of Ford cars and demonstrate their easy handling. Get full particulars about convenient time payment plans.

RELIABILITY, TIME • TUGGING, RIG • COUPE, 222
FORDS BEHOLD! 1926. • 2-DOOR COUPE, 222
Ford's new car. • All prices F. O. B. Detroit
based on open cars.

FORD MOTOR COMPANY, DETROIT, MICH.

Ford

BEAUTY .. COMFORT .. CONVENIENCE .. UTILITY



AMERICAN MOTORIST

- In what sort of publication did this ad appear?
- What does this tell us about the popularity of automobiles at the time?

February, 1926

AMERICAN MOTORIST

37



THE COUPE
\$520

Easier to handle -
safer to drive

The driving control of the Ford car is exceedingly simple, yet always dependable. It effectively reduces the possibilities of accidents — particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility, afforded by the all-steel body construction with narrower pillars and large plate-glass windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the many features of Ford cars and demonstrate their easy handling. Get full particulars about convenient time payment plans.

BUNARQUE, \$190 * TOURING, \$200 * COUPE, \$220
CLIQUE, \$240 * ROAD * FORDOR, \$240 * Road
Closed cars in color. * * * * * (Illustration of car and interior
shown on open cars. * All prices F.O.B. Detroit)

FORD MOTOR COMPANY, DETROIT, MICH.

Ford

BEAUTY .. COMFORT .. CONVENIENCE .. UTILITY

The “Roaring ‘20s”

- Booming economy, desire to recover from the sacrifices of WWI and have fun
- Fads: flagpole sitting, dance marathons
- Silly songs, slang, fashions, dances
- “Flappers”



The “Roaring ‘20s”



- Approximately how old do the people in the photo appear to be?
- What do they appear to be doing?

How do the women's hairstyles and clothing symbolize the changes in women's attitudes and roles during the 1920s?





Why might the photographer have framed this picture with the U.S. Capitol in the background?



How do you think the average American living in the 1920s might have viewed this photo and the scene depicted in it?





- Do you think the women in the photo offer a good representation of the “reckless youth” or “flappers” of the 1920s?
- Do they seem “reckless” or “rebellious” by today’s standards?

Analyzing Visual Primary Sources



February, 1928 AMERICAN MOTORIST 37



THE COUPE \$520

Easier to handle—safer to drive

The driving control of the Ford car is exceedingly simple, yet always dependable. Its effective brakes reduce the possibilities of accidents—particularly in crowded city traffic. Foot pedal gear changing, powerful brakes, short wheelbase and full visibility, afforded by the all-steel body construction with narrower pillars and large plate glass windows, are important reasons why Ford owners enjoy such security. Let the nearest Authorized Ford Dealer explain the many features of Ford cars and demonstrate their easy handling. Get full particulars about convenient time payment plans.

FORD MOTOR COMPANY, DETROIT, MICH.

Ford

BEAUTY .. COMFORT .. CONVENIENCE .. UTILITY

