

The Children of *Gin Lane*

The Temperance Movement And Illustrated Mail



Gin Lane by William Hogarth, London, 1751

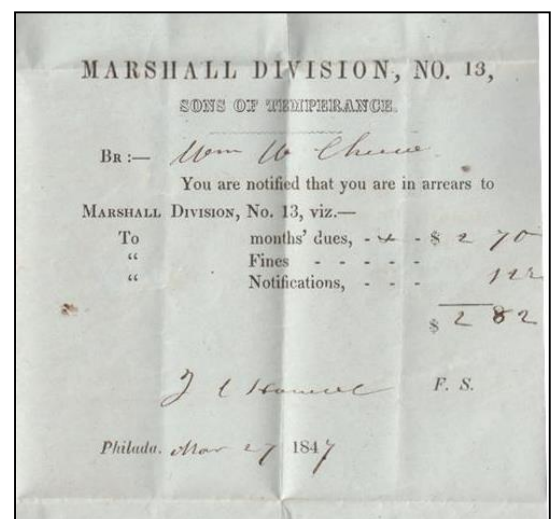
William Hogarth's 1751 engraving, *Gin Lane*, put a graphic face on the anti-alcohol movement in 18th century Britain. For the next hundred years, organizations promoting temperance developed, first on religious and moral grounds, developing into social and fraternal organizations during the 19th century. By mid century, temperance proponents increased the use of the mails to organize, evangelize, and spread their message. About 100 years after it was first issued, Hogarth's *Gin Lane* was repurposed in a popular temperance propaganda envelope.

Awareness increased, and in 1851 Maine became the first state to pass a prohibition against alcohol consumption. Twelve states soon followed with similar ordinances, however, these were difficult to enforce. With the outbreak of the Civil War, interest in intemperance waned. By 1869, all but one of these laws had been repealed.

This exhibit uses temperance-related covers, circulars, and printed matter from Great Britain, the United States, and Canada from this period of growth in the 1830s through to the end of the Civil War era and the (temporary) containment of this misbegotten movement.

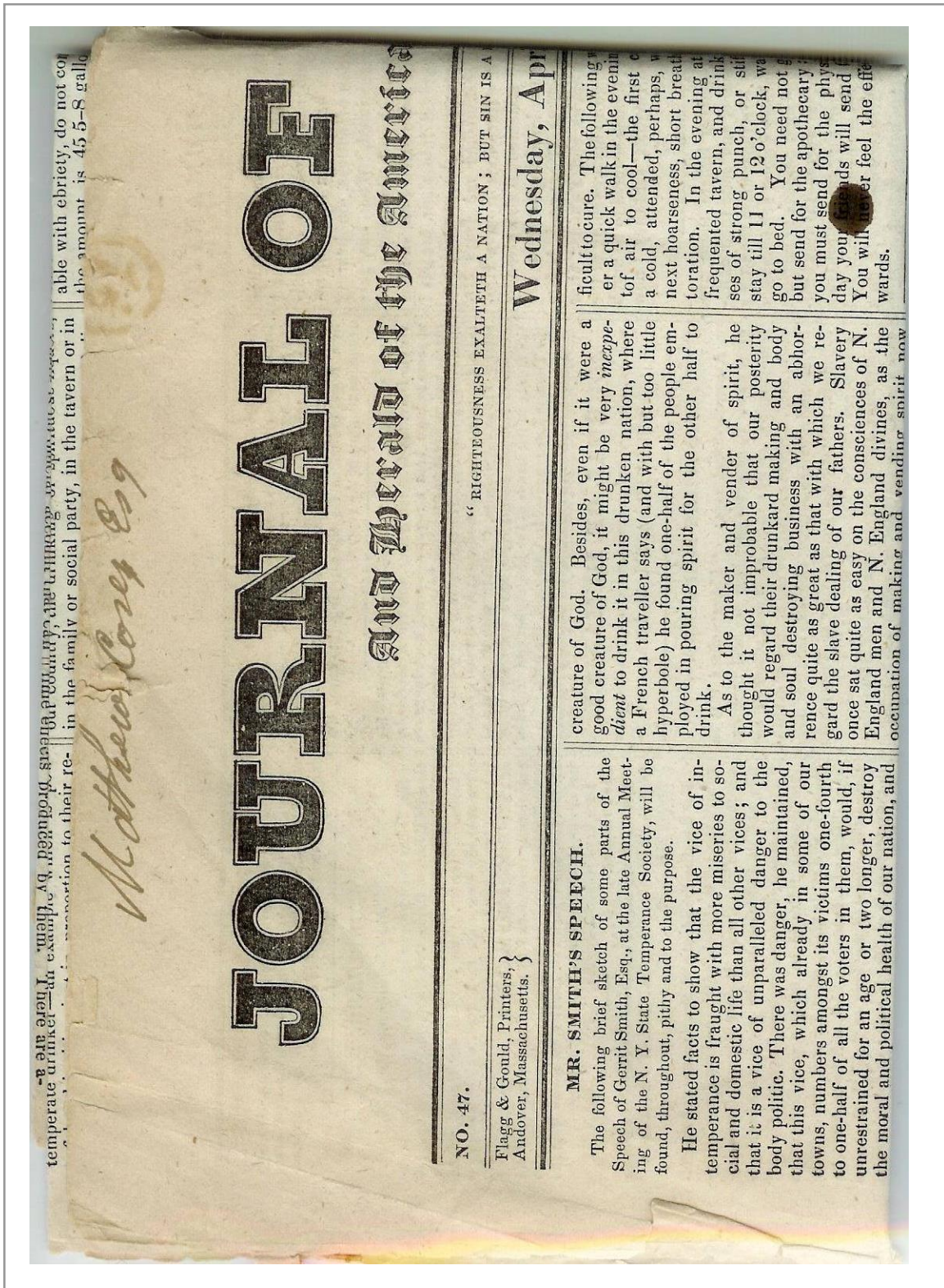


April 2, 1847 Philadelphia, PA. Sons of Temperance dues notice. 2¢ integral rate datestamp.



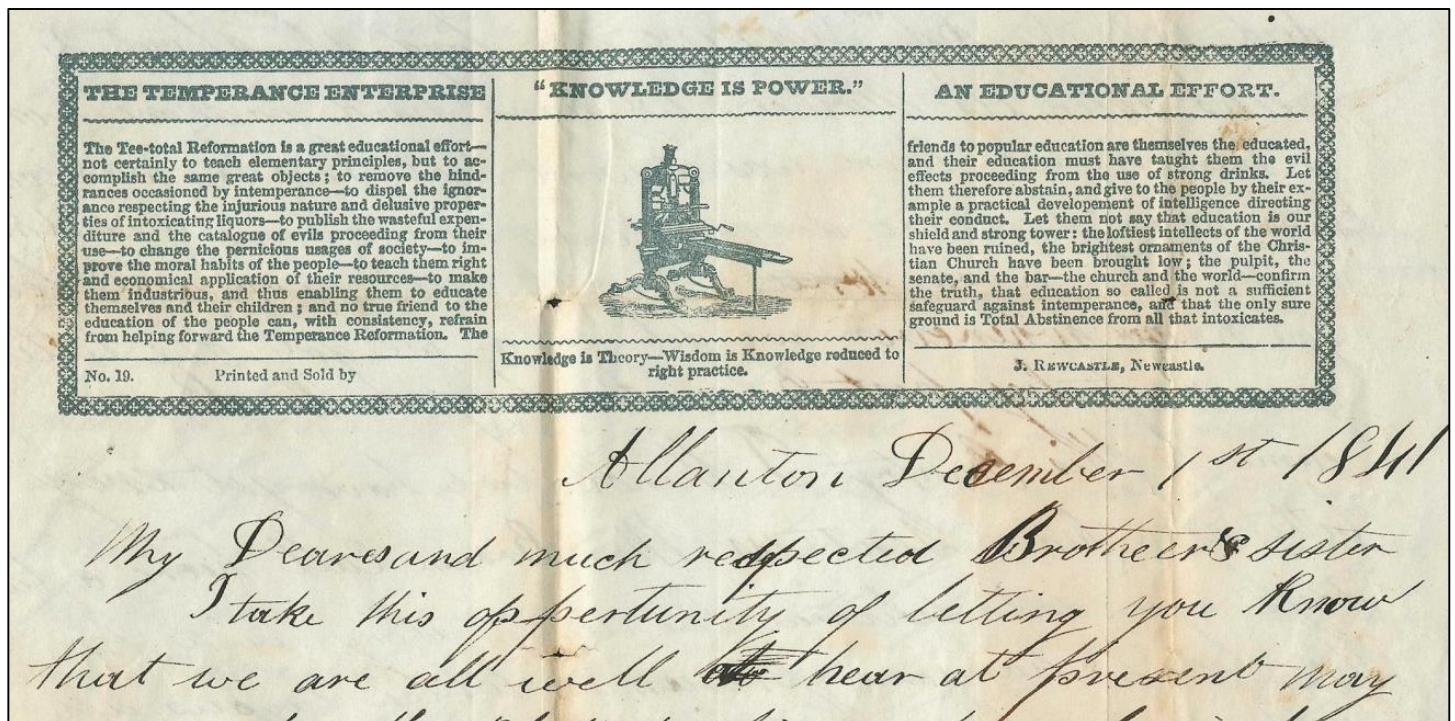
Contents – 75% original size.

1 1/2



April 14, 1830 Andover, MA to Wyoming, PA. Temperance Newspaper Published in Andover, MA. Rated "1 1/2" for transient newspapers traveling over 100 miles, out of state in effect from June 1, 1792 to June 30, 1845. The addressee, Nathan Carey, was a resident of the small religious community of Wyoming, PA at the time.

One of two known copies of this rate marking assumed to be from Andover, MA

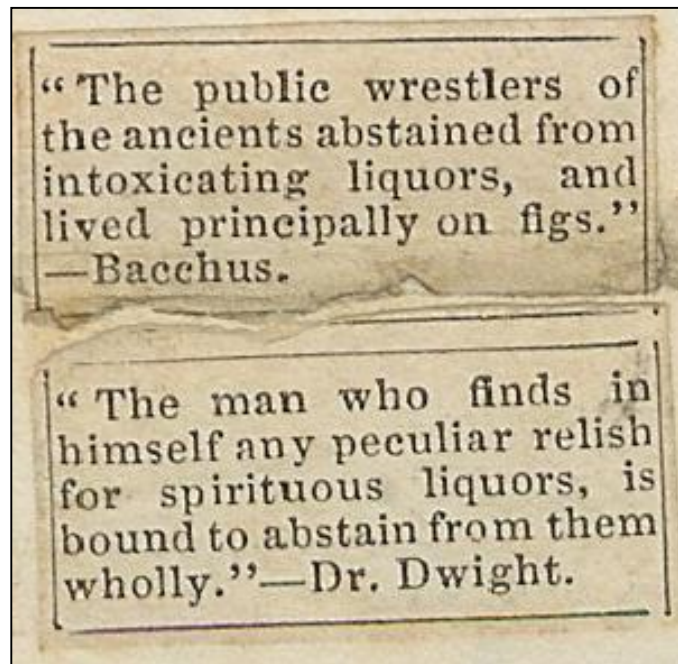


December 1, 1841. Folded letter sheet to **Melbourne, Australia** with green "The Temperance Enterprise" illustrated design at top and "No. 19 Printed and sold by J. Rewcastle, Newcastle." Datelined "Allanton December 1st 1841." Chirnside Penny Post handstamp, London Ship Letter datestamp, London, and Melbourne transit datestamps on reverse. 8d private ship letter rate, as no postal contract to Australia existed at the time. 3d due for incoming ship letter.

A very early Temperance design which predates any recorded British illustrated envelope by six years.



February 12, 1847. Labels expressing temperance sentiment were available from a number of publishers and would be used to seal letters and envelopes. This British example with two such labels used from Northumberland to Hexham in 1847 .



STATE OF MAINE.

An Act to restrict the sale of intoxicating drinks.

Be it enacted by the Senate and House of Representatives in Legislature assembled, as follows:

SEC. 1. No person shall be allowed at any time, to sell by himself or his clerk, servant or agent, directly or indirectly, any wine, brandy, rum, or other spirituous liquors, or any liquors a part of which is spirituous, except as hereafter provided.

SEC. 2. The provisions of this act shall not extend to wine or spirituous liquors, which shall be imported into the United States from any foreign country, and not sold in less quantities than the several States prescribe, for the importation and delivered and carried away at one time.

SEC. 3. The selectmen, clerk and treasurer shall annually meet on the first Monday succeeding day, or both, and at such place as they may appoint, by posting up notices in

ensure to the prosecutor or complainant, and to the town; and the prosecutor or complainant shall be admitted as a witness at the trial. And if the licensing board shall approve of the comment on such suit, by endorsing their names upon the complaint, the defendant shall in no event recover any cost.

SEC. 7. And if any person shall claim a judgment rendered against him, by any such court, on the trial of such action or complaint, the appeal shall be allowed, recognize in a

DEAR SIR:—

I have the pleasure to announce to you, that the Legislature of the State of Maine, at its recent session, passed by very large majorities the enclosed Act to restrain the sale of Intoxicating Drinks.

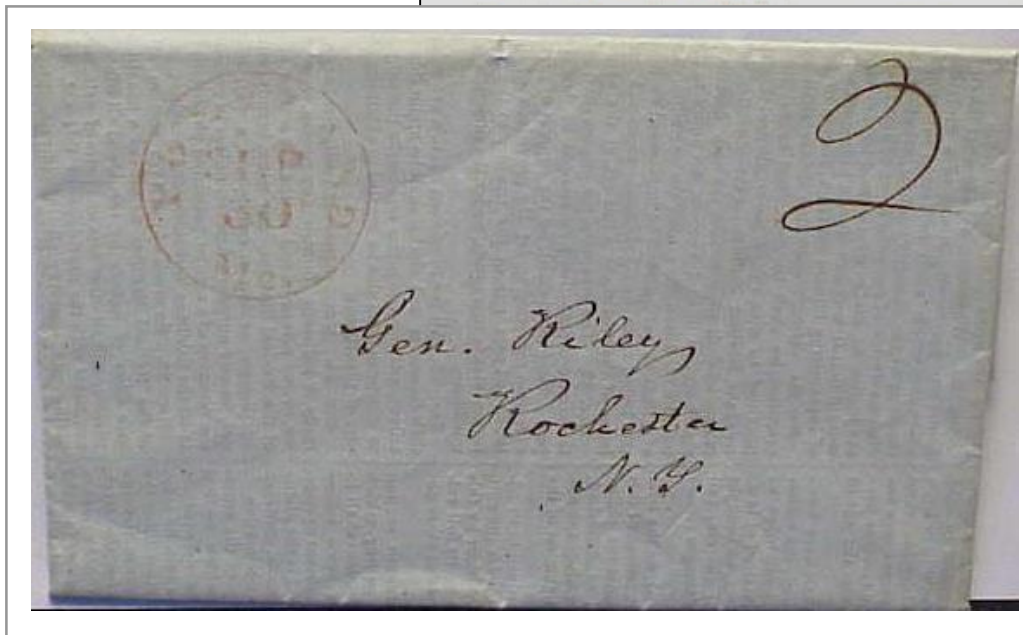
This is the first instance, I believe, in which the government of a civilized and Christian State has declared by statute that there shall not be within its borders any traffic in intoxicating liquors, to be used as a drink, and that if any such liquors shall be sold for such purpose, under any circumstances, it shall be "AGAINST LAW AND EQUITY AND GOOD CONSCIENCE."

This law was enacted in answer to the petitions of more than forty thousand of the good people of the State, and constitutes the first blow only, which the friends of Temperance here, propose to strike at the traffic in Strong Drinks. We regard this traffic as the most aggravated offence which can be committed against the community; inflicting necessarily and inevitably the greatest mischiefs upon society; and we propose to continue our active efforts against it, until our statutes shall provide penalties for the offence, in some degree commensurate with its enormity.

We hope the example of the State of Maine, in the enactment of this law, will very soon be followed by the governments of all our sister States, and of every Christian nation.

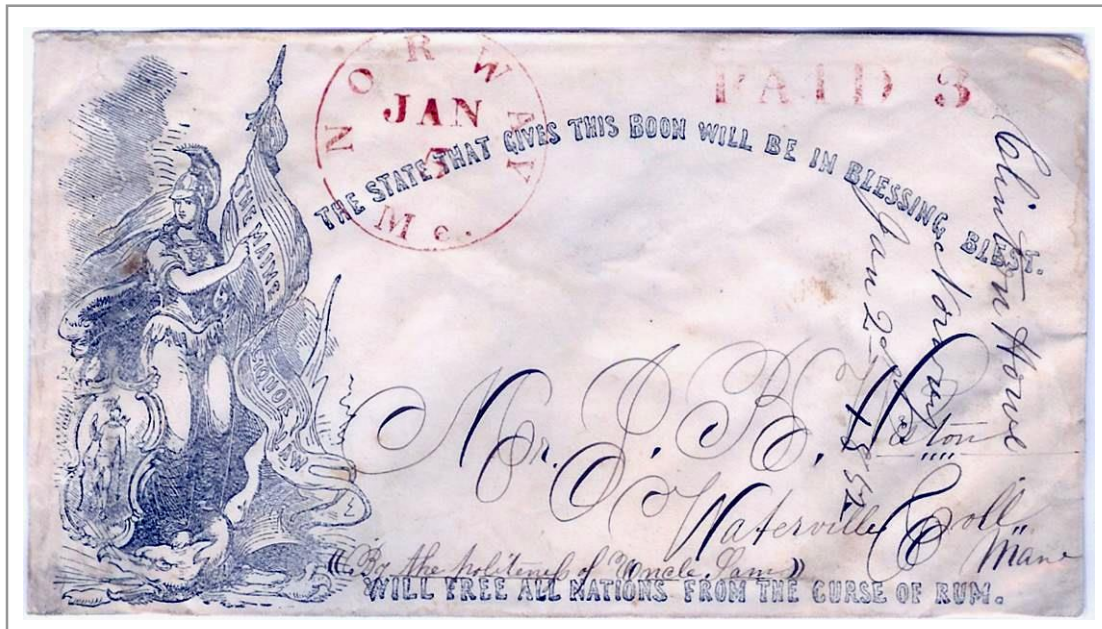
Very respectfully yours,

NEAL DOW, Corresponding Secretary
of the Maine Temperance Union.



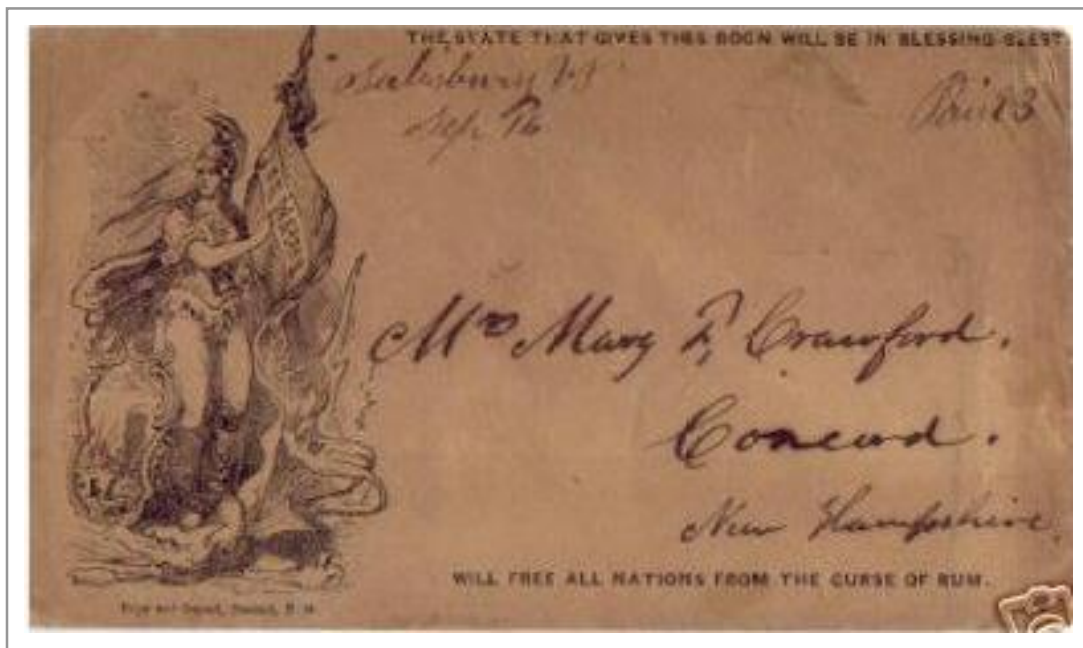
Passed in 1851.
By 1855, 12 states had
Repealed in 1856 fol

September 30, 1846. Portland, ME to Rochester, NY. Printed circular dated Sep. 18, 1846 with two page text of the Maine Temperance Act and one page solicitation letter from Neal Dow, Corresponding Secretary of the Maine Temperance Union. Portland, ME to Rochester NY. Postage collect at 2¢ circular rate for circulars sent over 500 miles.



January 5, 1852. Norway, ME.. Red "PAID 3" handstamp.

PAID 3



"Salisbury, VT / Sep 16" and "Paid 3" manuscript town, date, and rate markings. Used between 1851, when postage rates dropped to 3¢, and 1856, when postage stamps were required to indicate prepayment. Envelope published by Tripp and Osgood, Concord, NH.



Temperance Envelope – Love, Purity & Fidelity. Envelope published by Barber Baker, Sacramento. Weaverville, CA, townstamp with manuscript “May 22.” “PAID” and “10” handstamps. Sent to Boston, MA at the 10¢ rate for over 3000 miles that was in effect from April 1, 1855



PAID

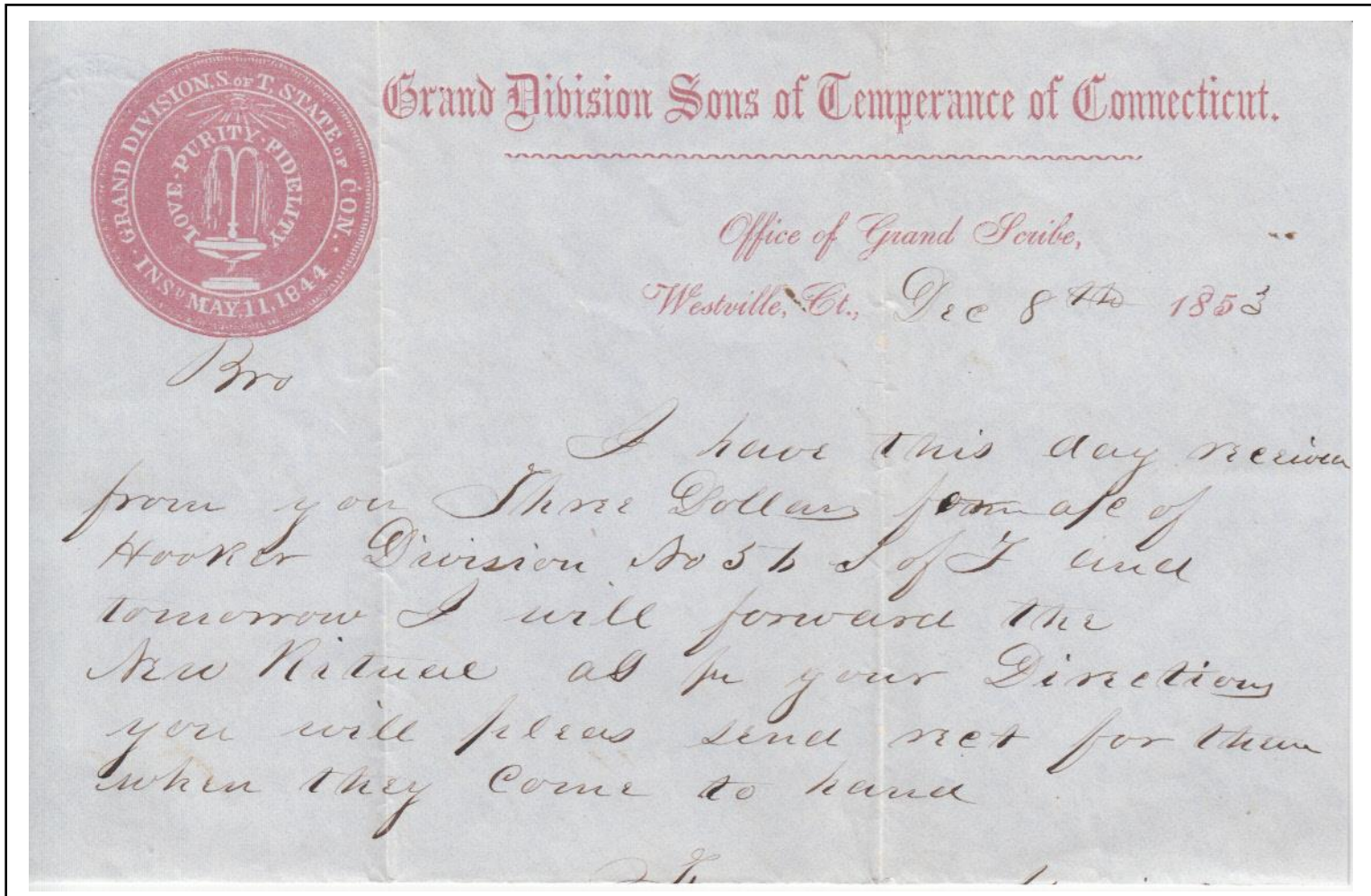
10



November 2, 1849. Wilmington, DE to Dover, DE. Lettersheet with printed seal of Delaware Sons of Temperance. Folded and mailed with 5¢ 1847 adhesive. Only 40 1847 covers from Delaware recorded in Alexander census.



December 8, 1853. Westville, CT to Hartford, CT. 3¢ first issue Nesbitt stamped envelope with Nesbitt seal on backflap.



DESIGN STATE 1

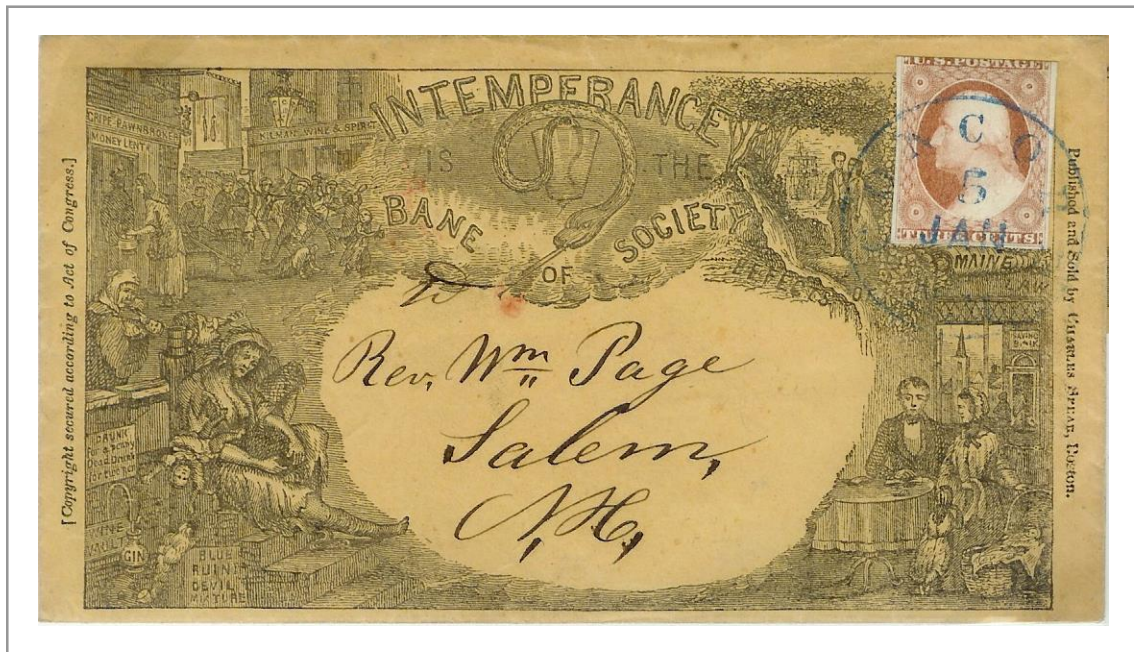


James Valentine Temperance Envelope, State 1. Printed in Scotland; carried to the U.S. and mailed in **Farrington, OH**. “Paid 3” handstamp in upper right in place of stamp.

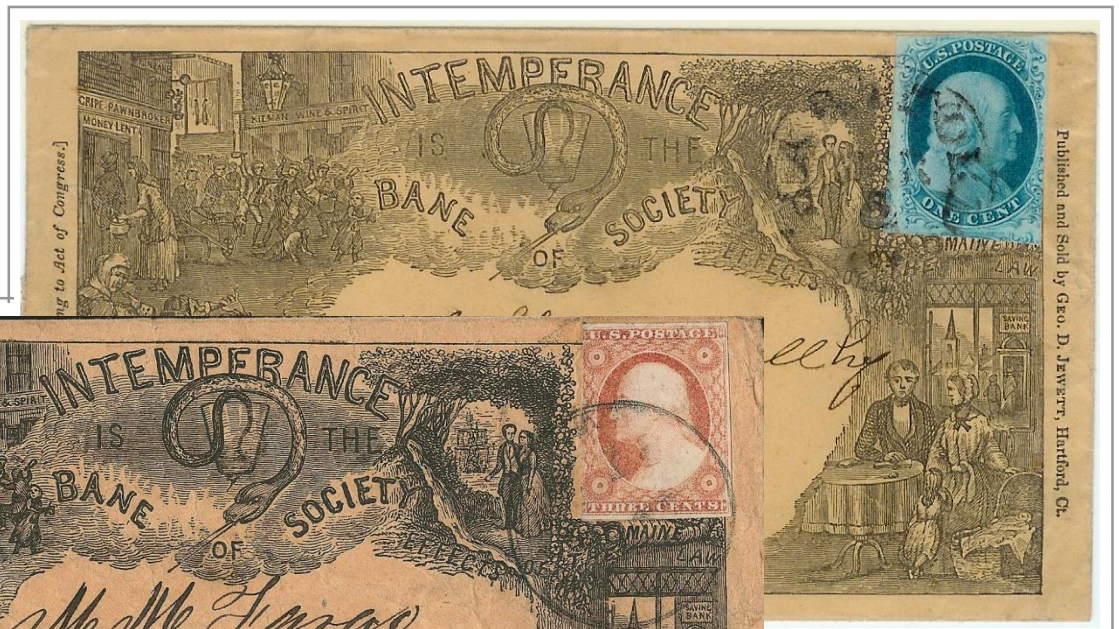
DESIGN STATE 3



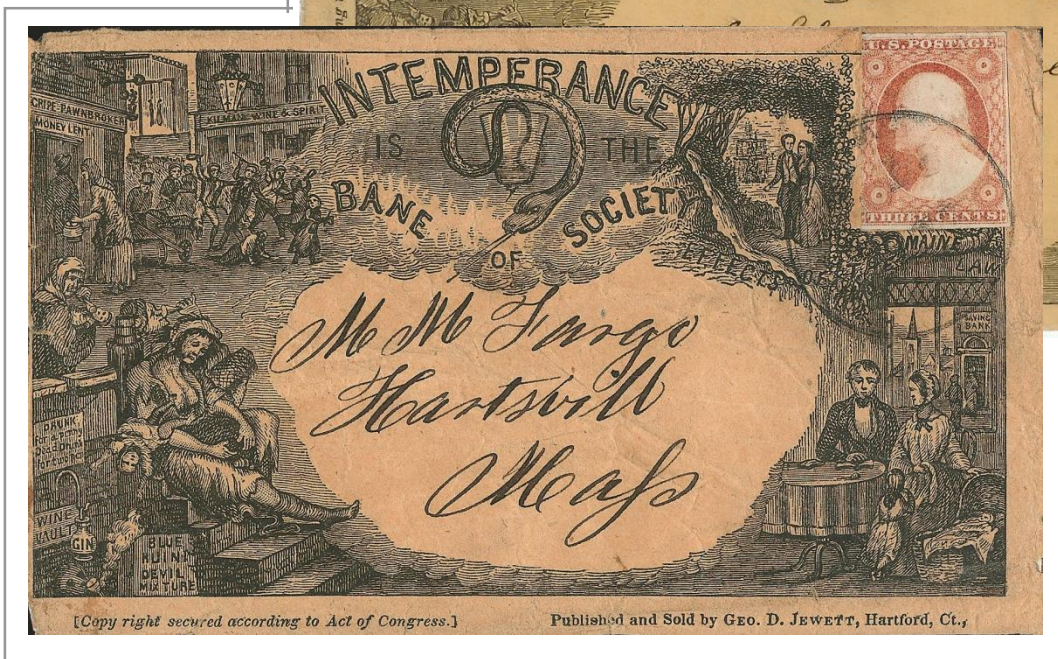
James Valentine Temperance Envelope, State 3. Mailed in London, August 7, 1855 to Yorkshire. States can be differentiated by the vendors listed at lower left and lower right. There are five known states.



Published by Charles Spear, Boston, MA



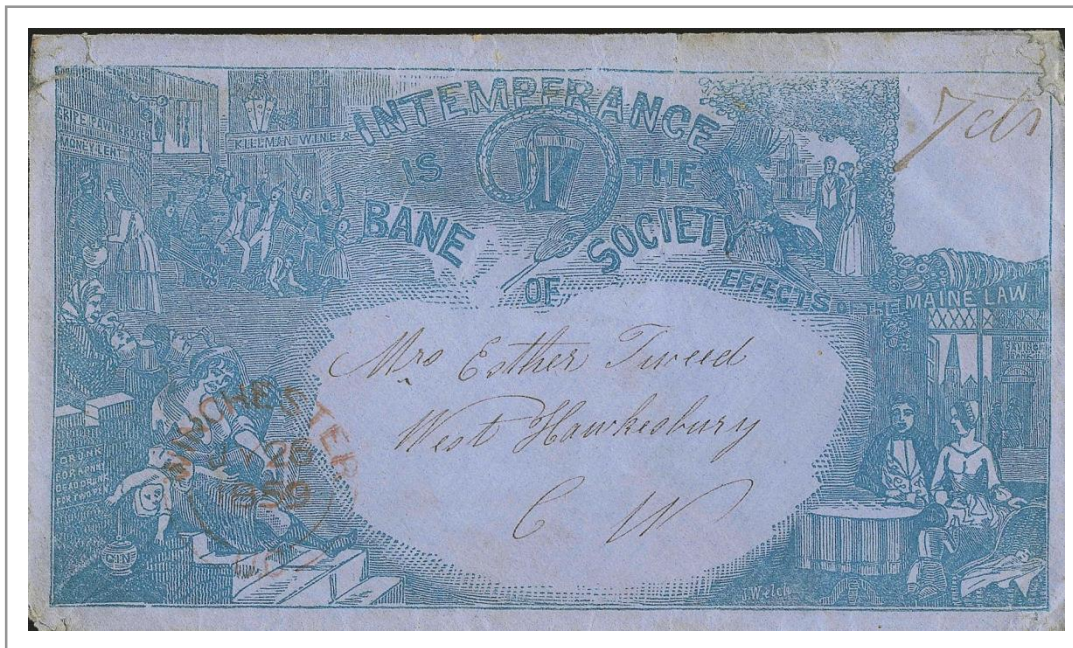
Published by
George D. Jewett,
Hartford, CT
Imprint at right



Imprint at bottom

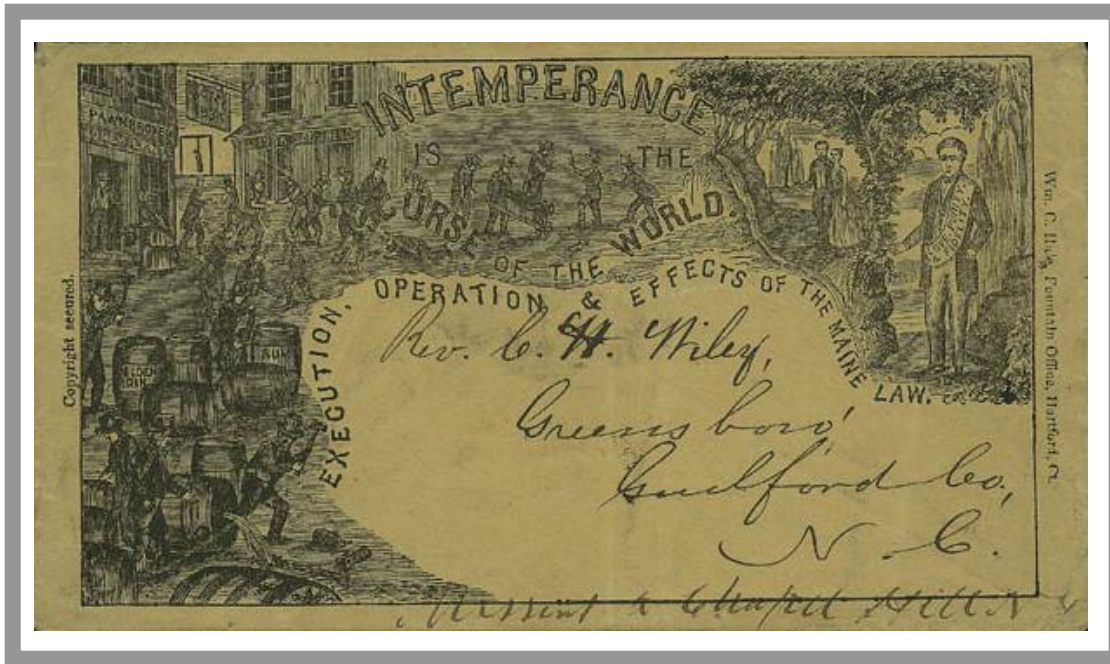


Engraved by J. Welch (signed in design at lower right) and sold by J. C. Becket, Montreal. Mailed January 23, 1853 from Edwardsburg, U.C. (Ontario) to Morrisburg, U.C. Crudely executed copy of US temperance design. 3 pence postage due for letter rate during Pence period (April 6, 1851 – June 30, 1859).

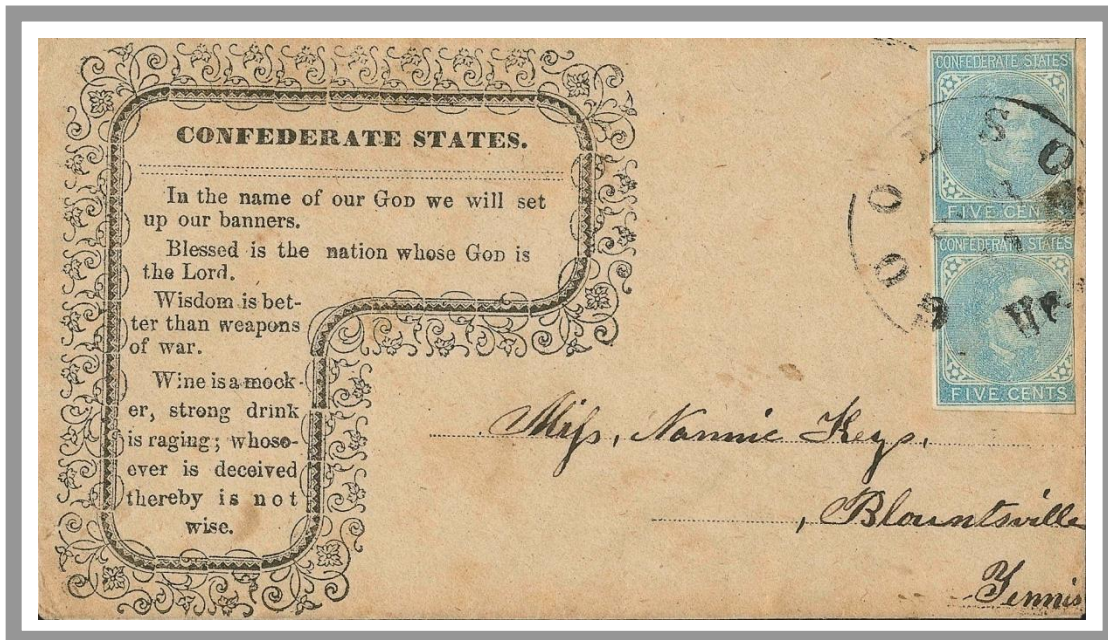


J. Welch design on blue paper without vendor imprint. Mailed July 26, 1859 from Winchester U.C. to West Hawkesbury, C.W. "7cts." postage due for 5¢ letter rate plus 2¢ unpaid fee during Cents period (July 1, 1859 – March 31, 1868).

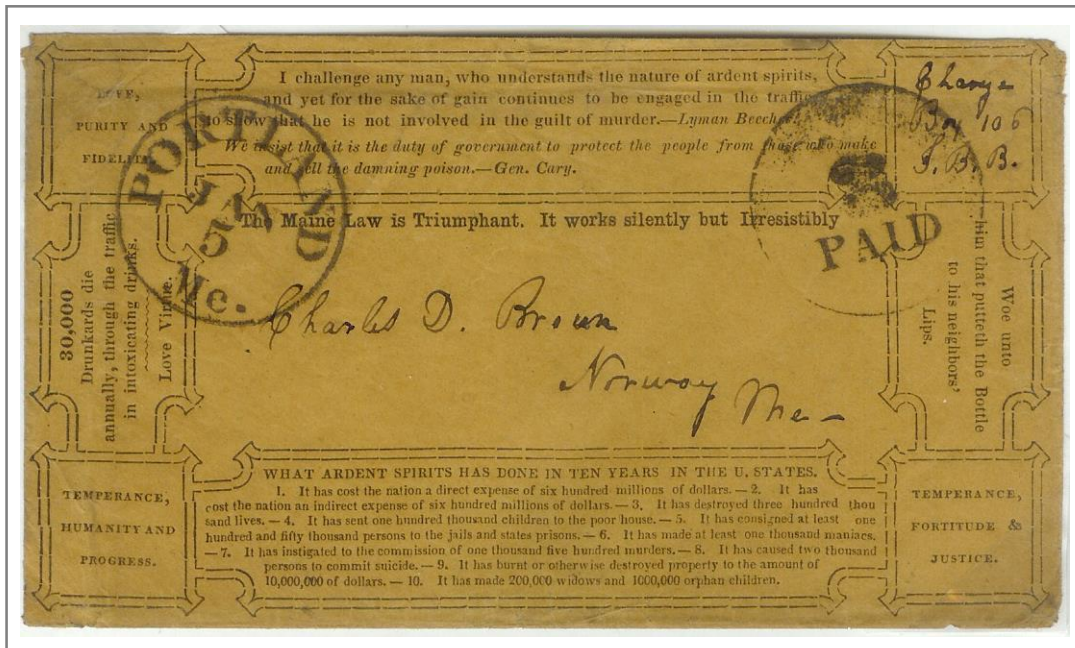
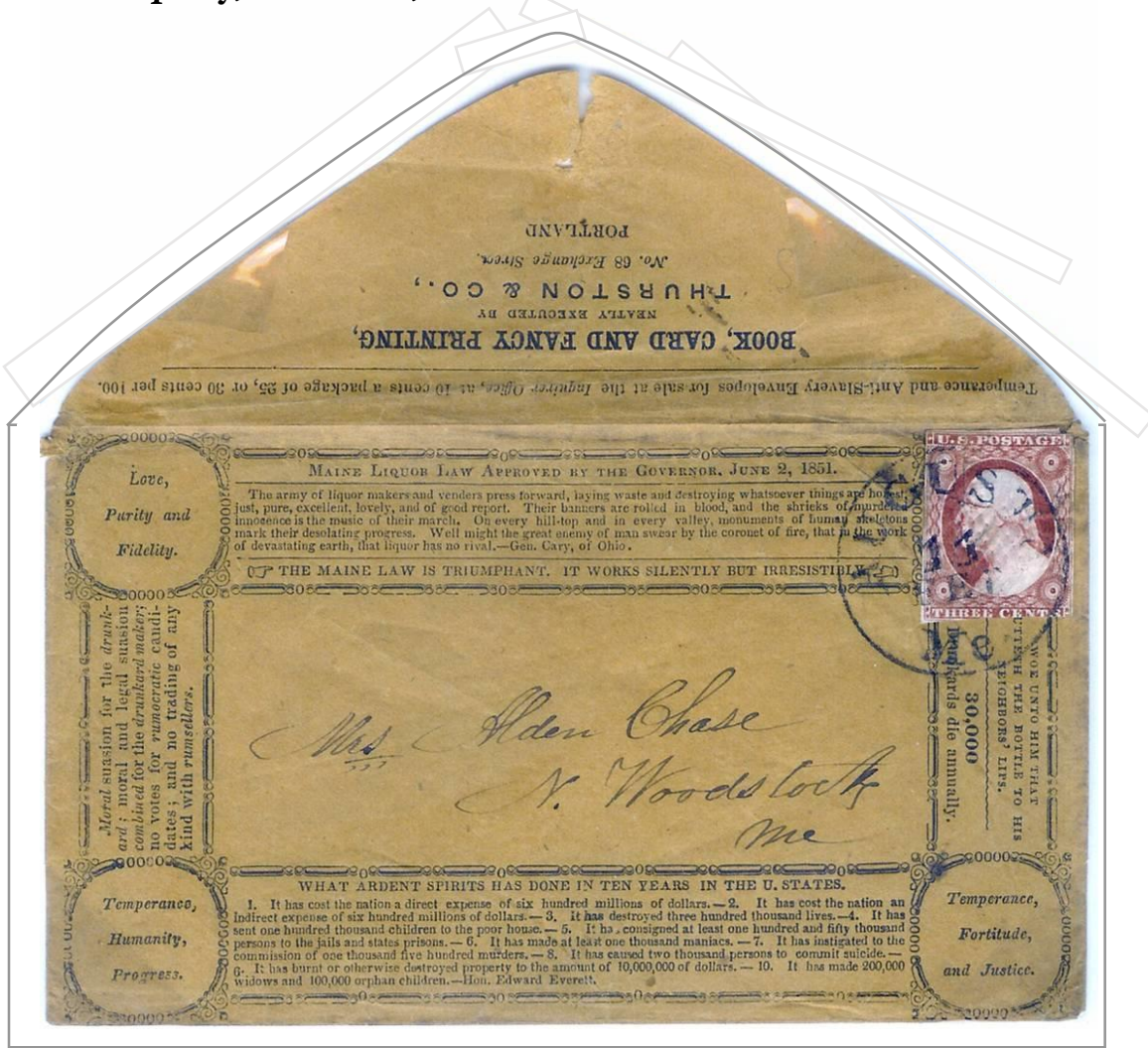
c. 1863



“Intemperance is the Curse of the World” derivative design. Adhesive applied to back of Wm. C. Hale temperance propaganda cover used to Greensboro, NC. “Accokeek, Va. March 12, 1862” circular datestamp. Manuscript “Missent to Chapel Hill” on face. **March 12, 1862. Confederate 5¢ Deep Green, Stone 1-2.**



Banners of the Confederacy. Goodson, VA to Blountsville TN cover promoting the three “banners” of the Confederate States – Religion, Peace, and Temperance.



POSTMASTER FREE FRANK ON
TURNED TEMPERANCE COVER



September 11, (1852). Unused temperance envelope turned and used from Townsend, NY to Lancaster, MA. Manuscript town and date with “Free / Nelson W. Winton P.M.” franking, as postmasters were permitted to send personal mail up to ½ oz. postage free. Winton was appointed Postmaster of Townsend, NY on Sept. 17, 1851 and served until Jan. 12, 1853.



Thurston & Co. imprint on cover on prior page.



Brown Thurston imprint on this cover.



Interior – reduced 50%



College Hill, Ohio to Philadelphia, PA advertising *The National Temperance Organ* published in Cincinnati.



Utica, NY to Oberlin, OH advertising *The Temperance Patriot* published in Utica.