

INSTITUTE FOR THE STUDY OF WESTERN CIVILIZATION

THE ROARING TWENTIES

LECTURE 5: THE RISE AND FALL OF PROHIBITION

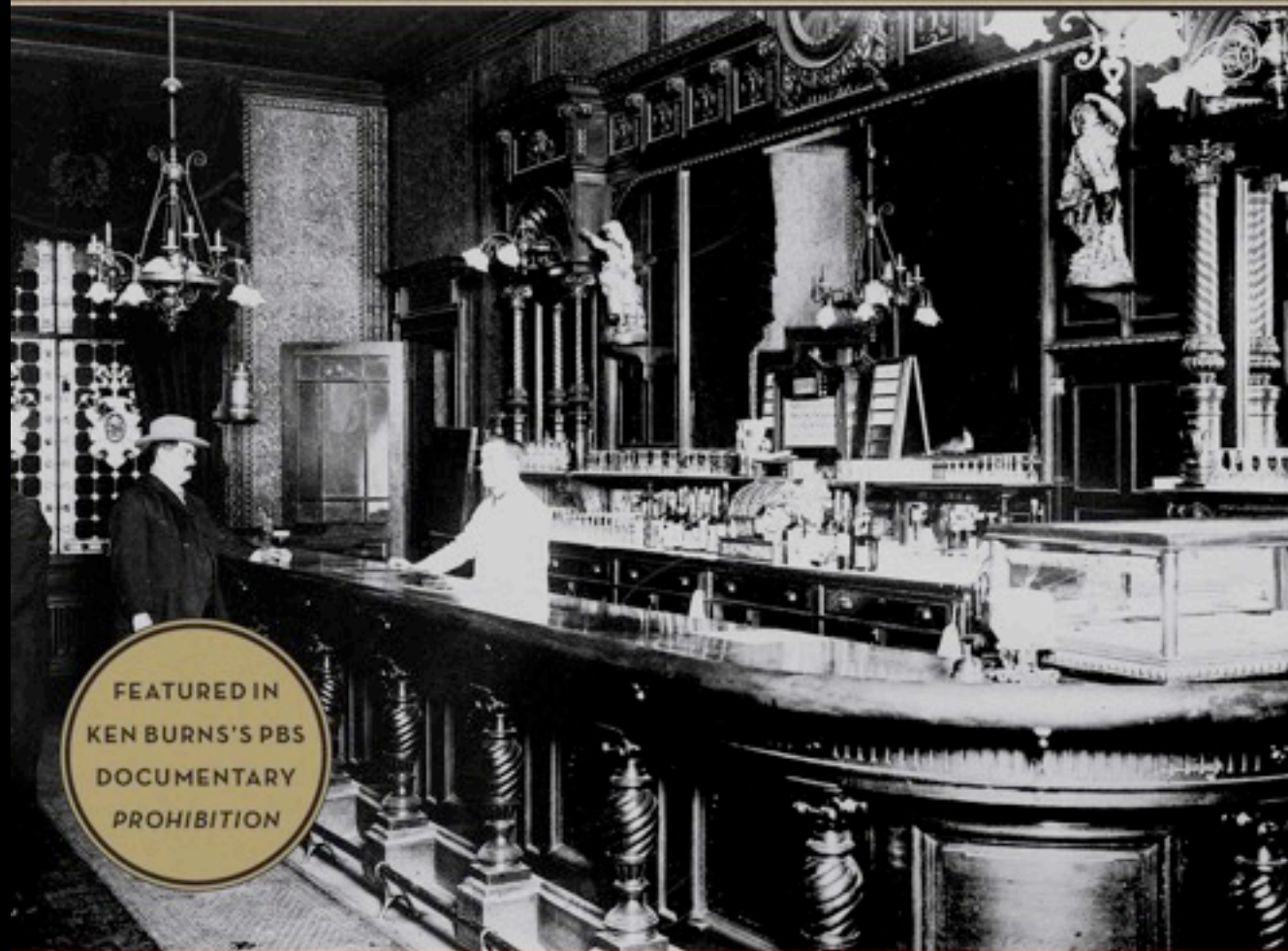


NEW YORK TIMES BESTSELLER

LAST CALL

THE RISE AND FALL OF PROHIBITION

"A narrative delight." —*The New York Times Book Review*

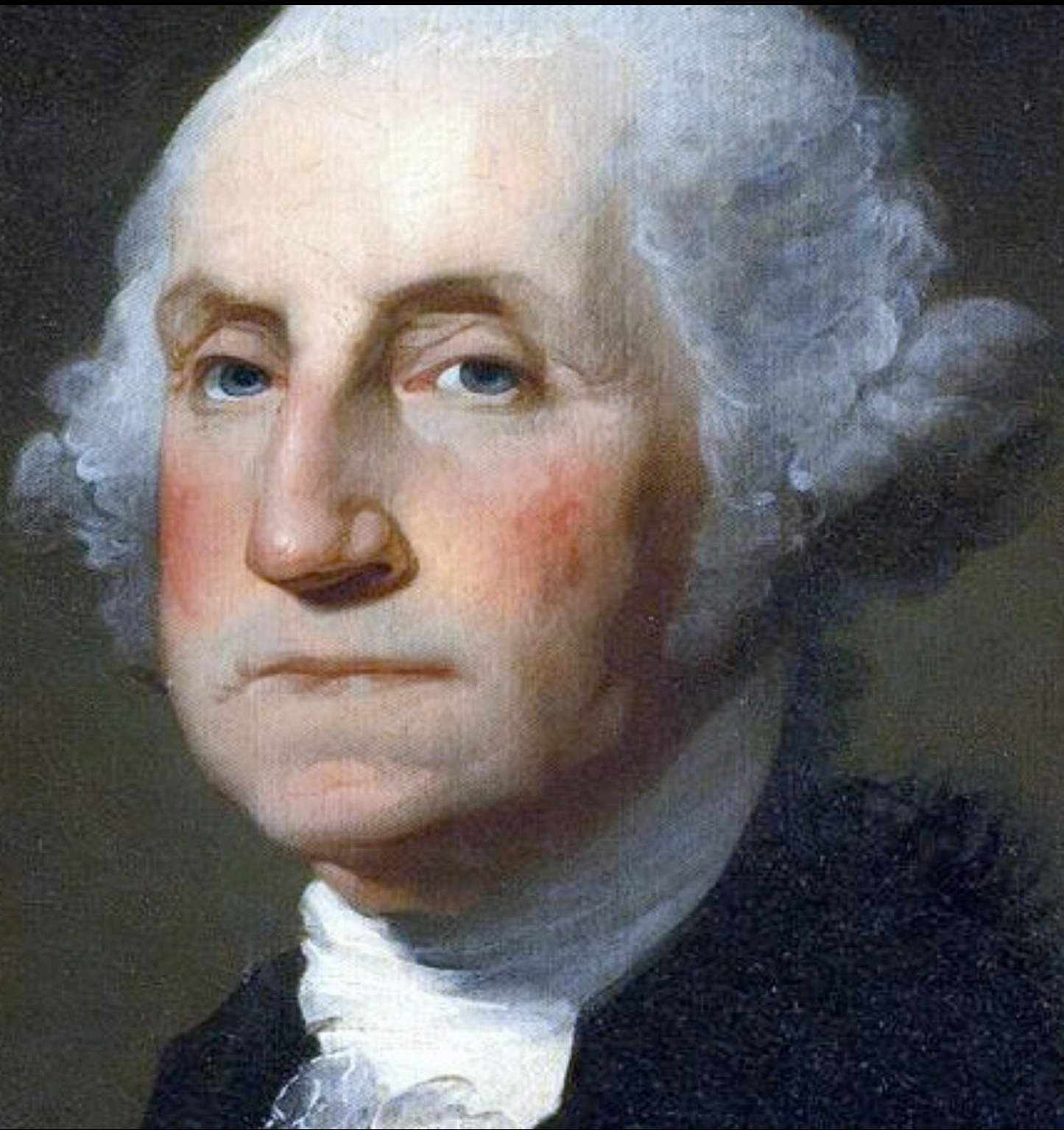


FEATURED IN
KEN BURNS'S PBS
DOCUMENTARY
PROHIBITION



DANIEL OKRENT

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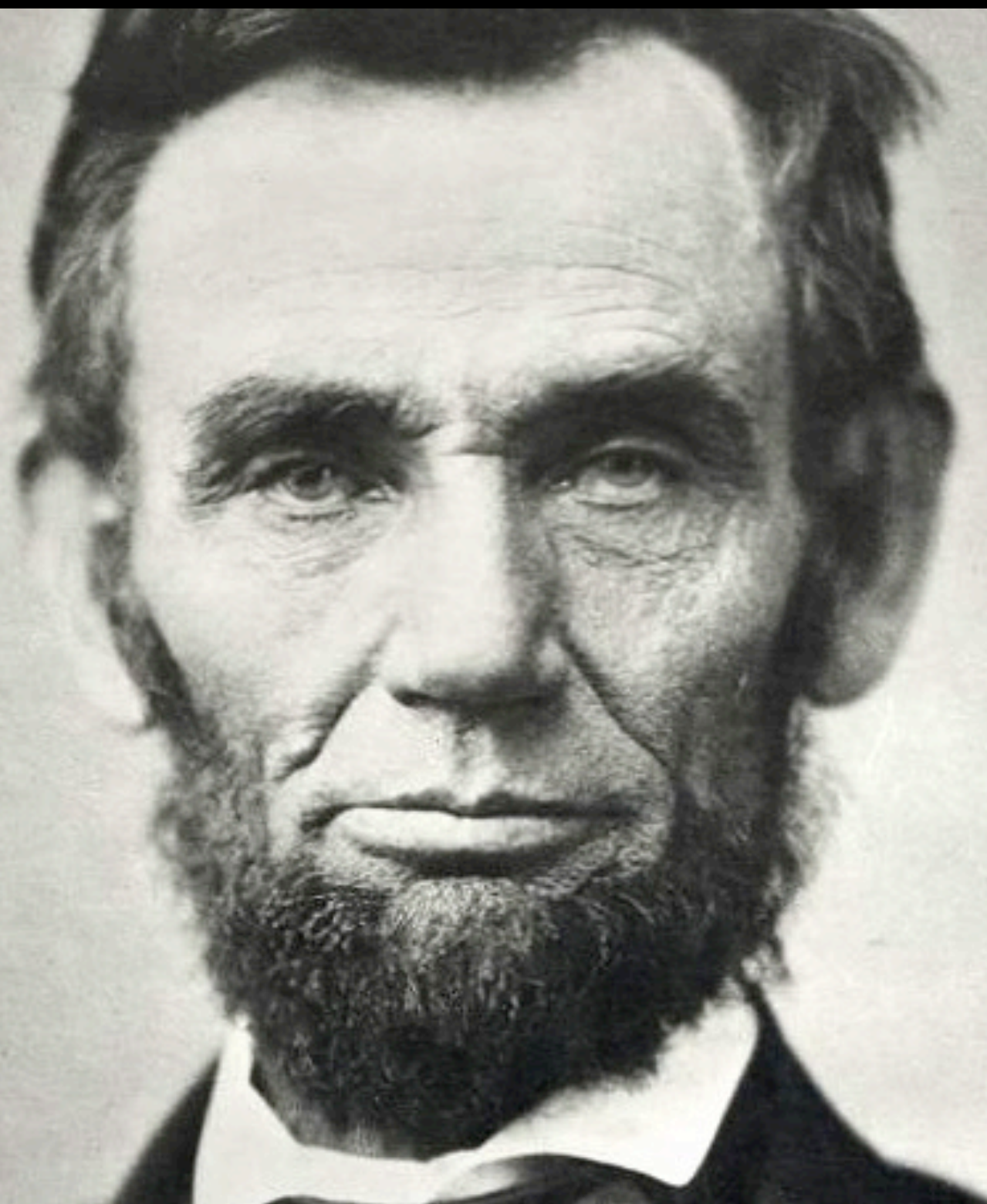


3.





16.





**Captain
Frederick Marryat**

“I am sure the Americans can fix nothing without a drink. If you meet, you drink; if you part, you drink; if you make acquaintance, you drink; if you close a bargain, you drink; they quarrel in their drink, and they make it up with a drink. They drink because it is hot; they drink because it is cold. If unsuccessful in elections, they drink and rejoice; if not, they drink and swear; they begin to drink early in life, and they continue it, until they drop into the grave.”

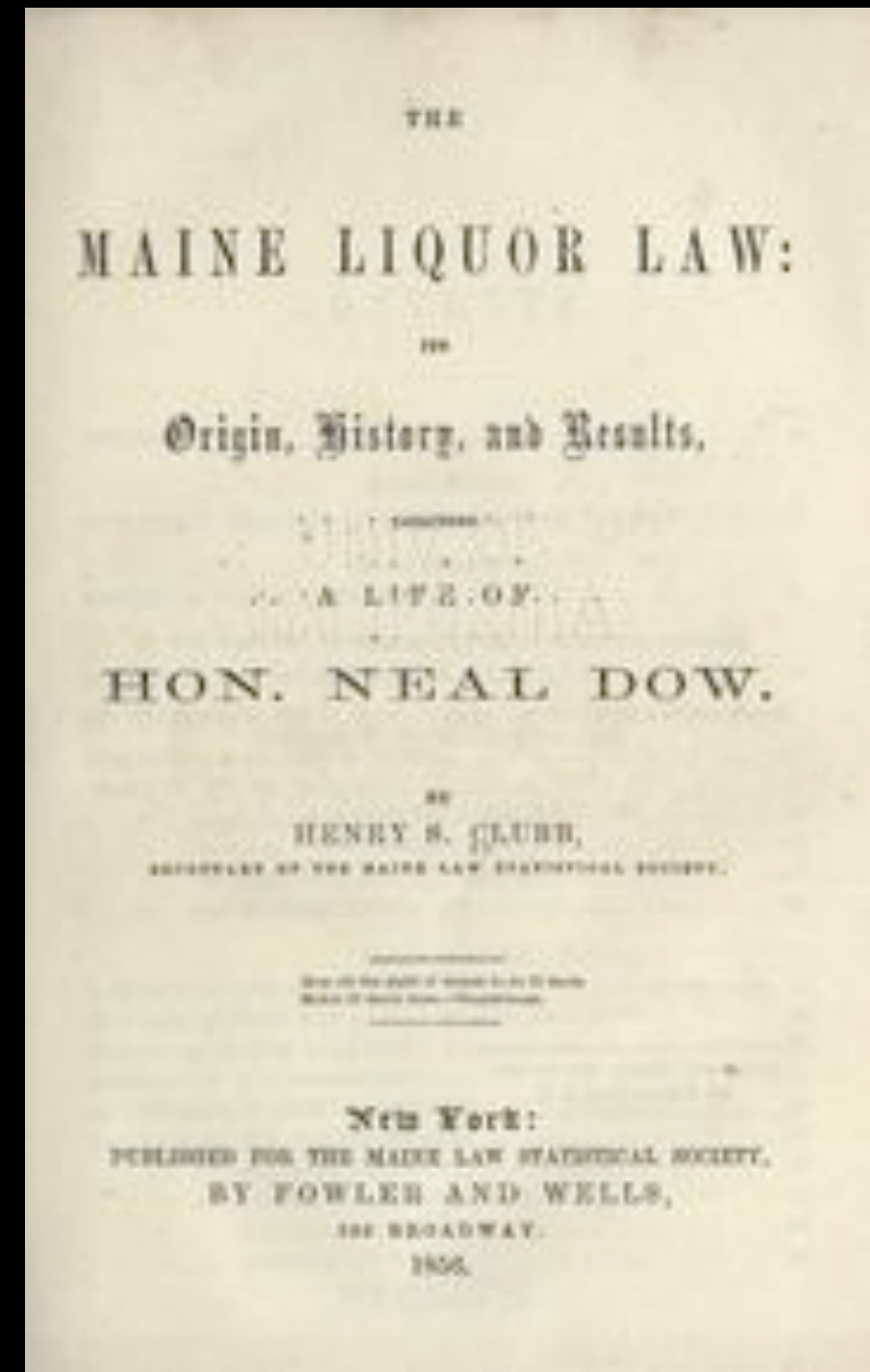
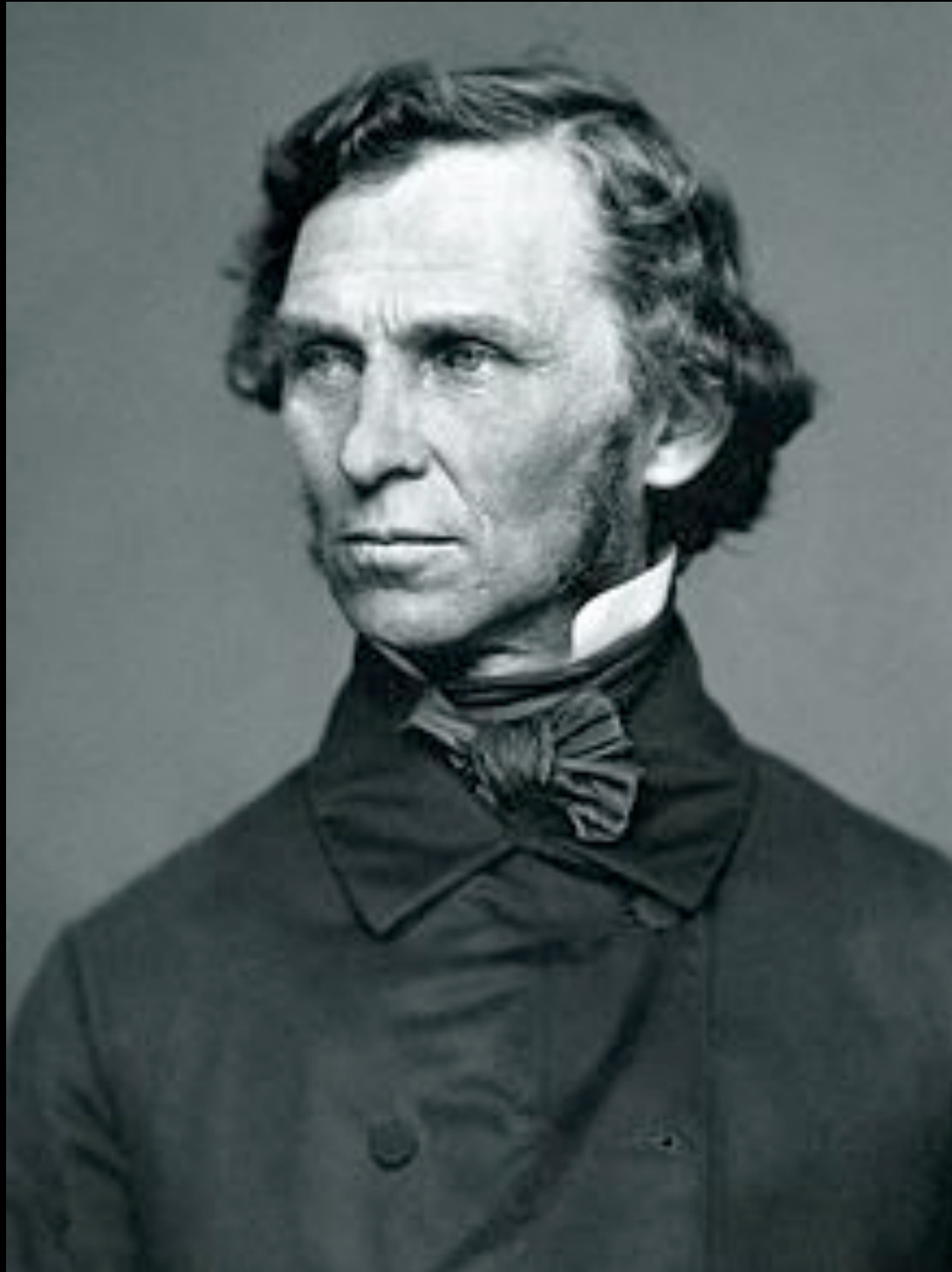
—Frederick Marryat, *A Diary in America* (1839)



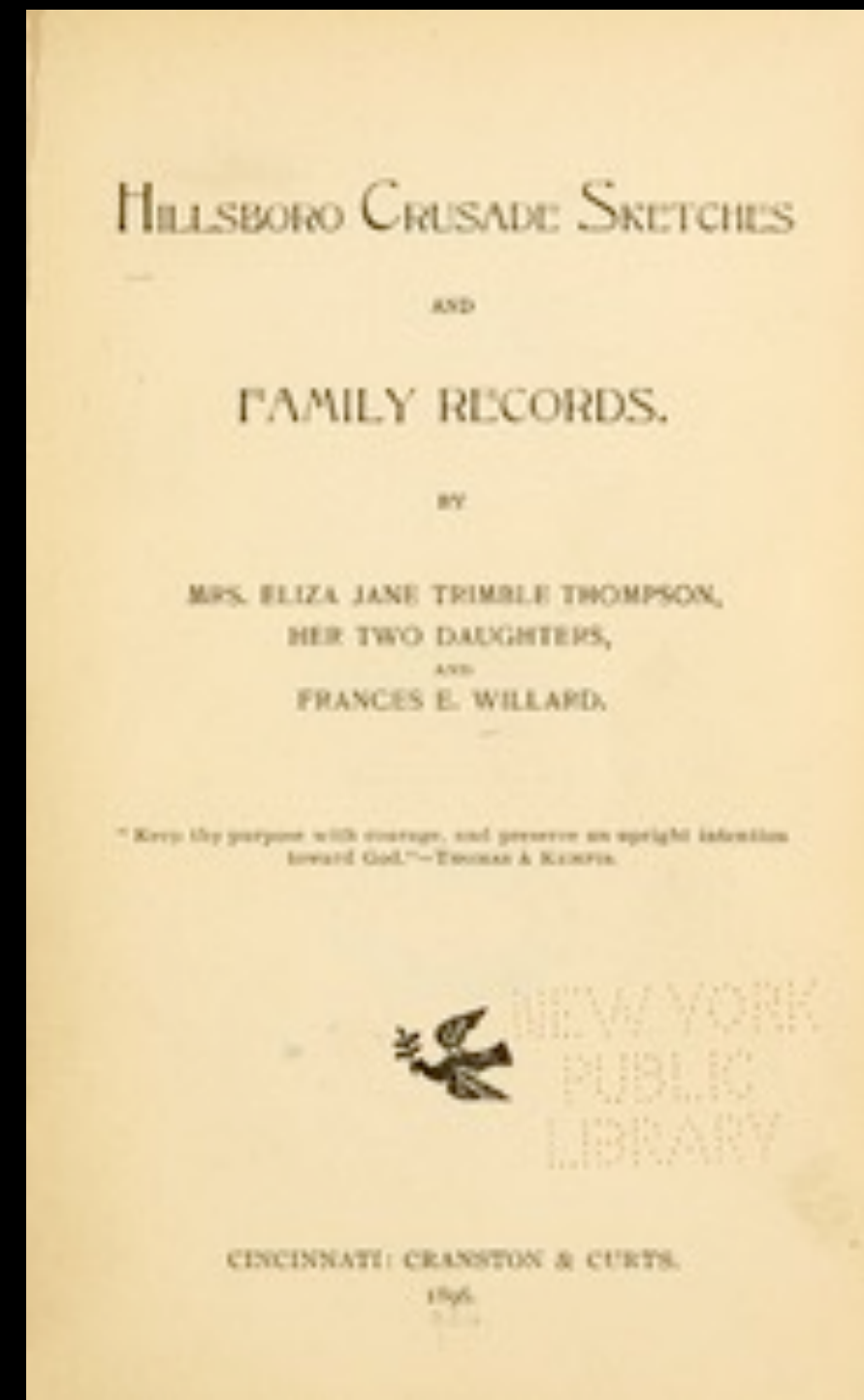
John Bartholomew Gough and Jasper O'Farrell

**“Snap your burning chains, ye denizens of the pit, and
come up sheeted in the fire, dripping with the flames of
hell, and with your trumpet tongues testify against the
damnation of drink!”**

—John Bartholomew Gough



Neal Dow

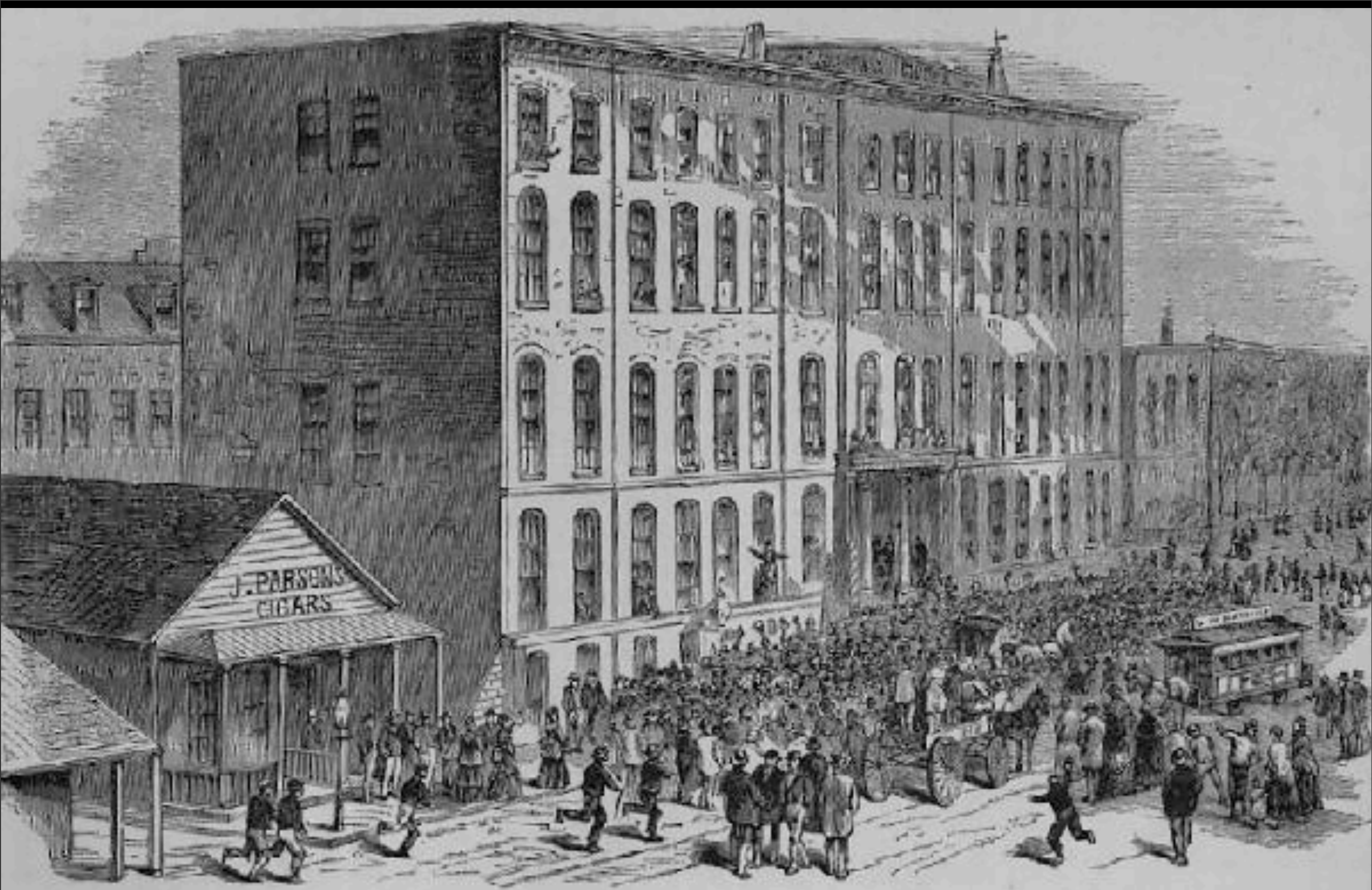


Eliza Jane Trimble Thompson: “Mother Thompson’s Crusade”

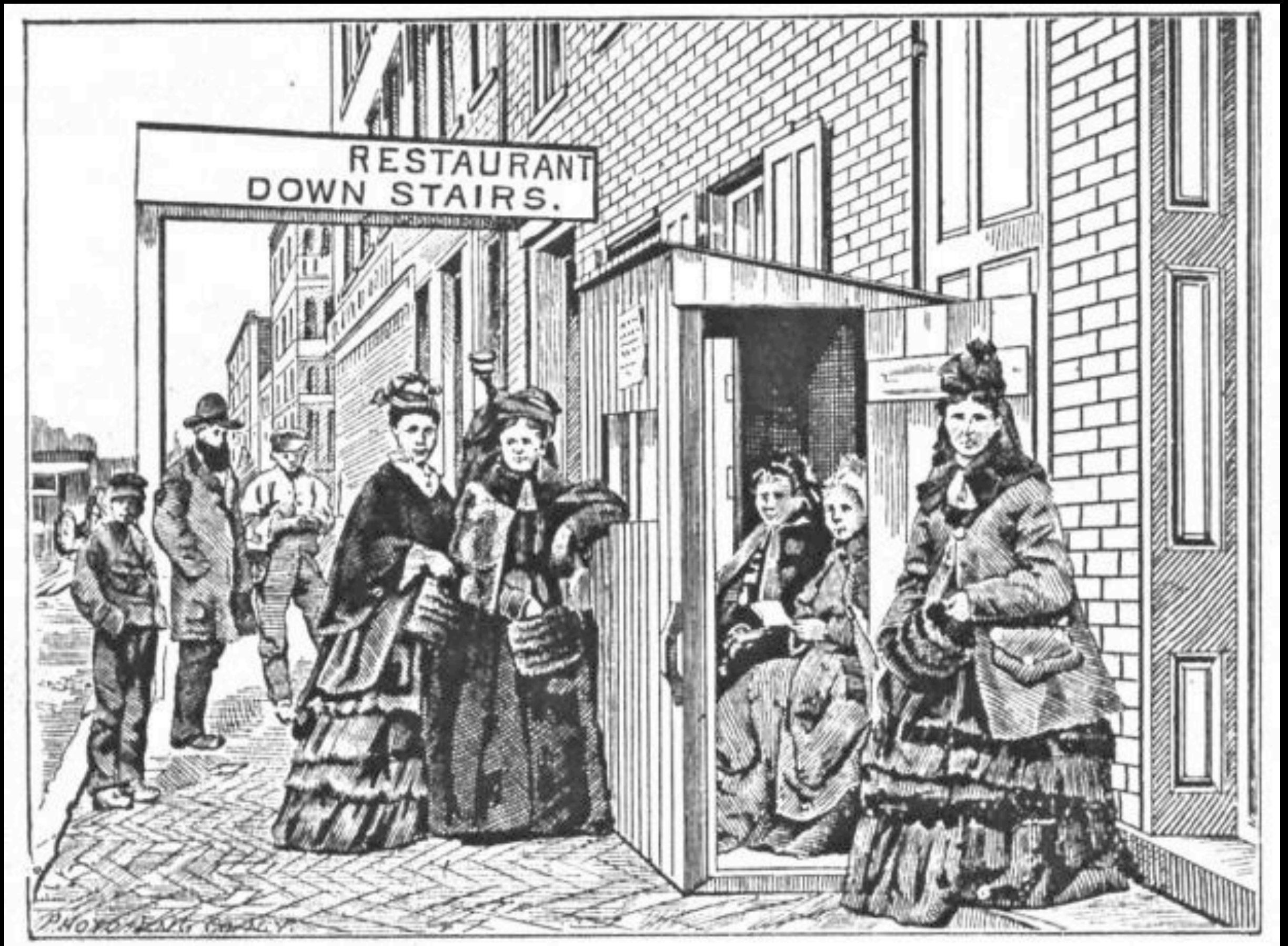


WOMAN'S TEMPERANCE CRUSADE: MOTHER STEWART AND HER STAFF

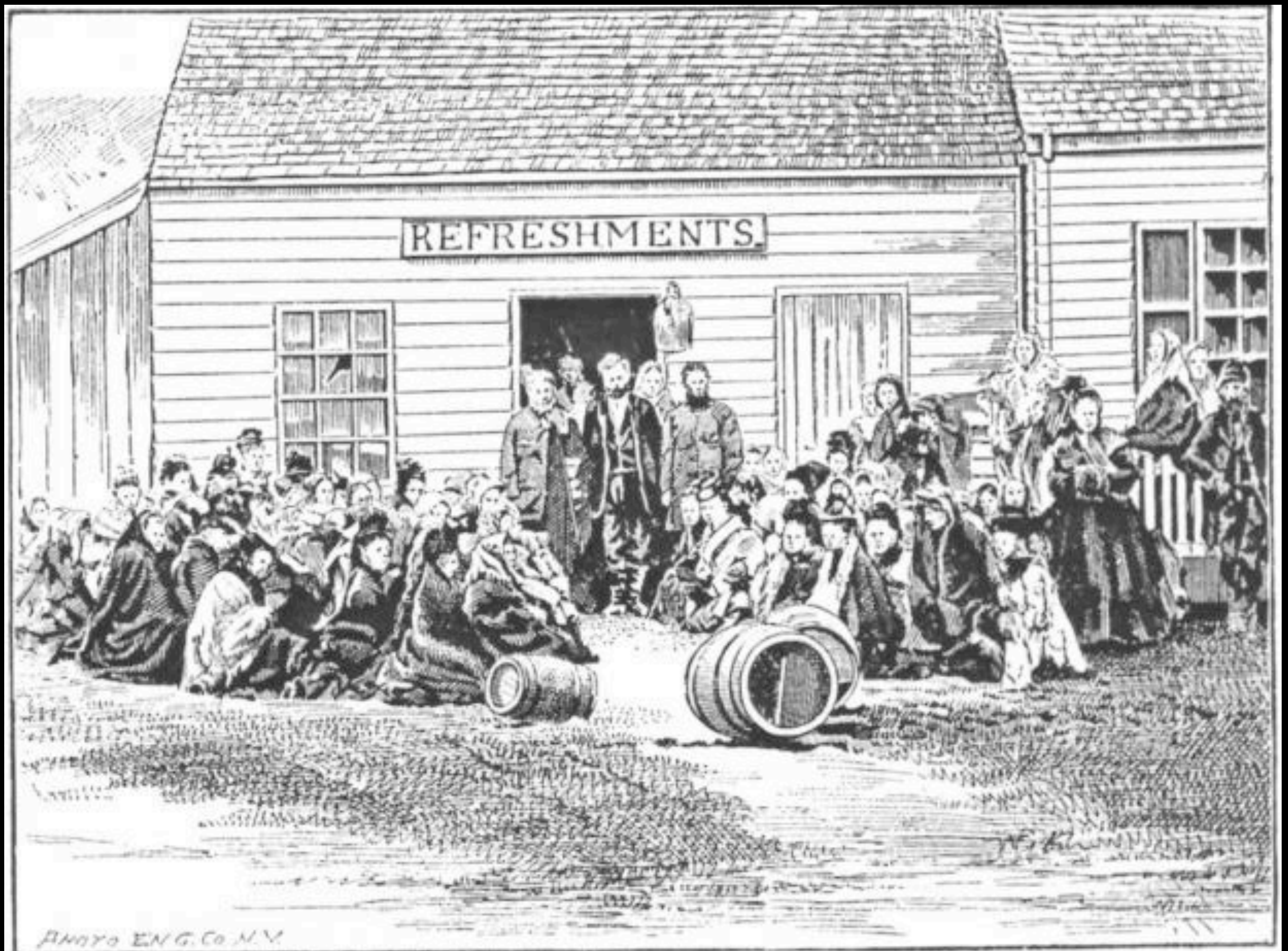
(LEFT TO RIGHT) MRS. S. W. CATHCART, MRS. ELIZA D. ("MOTHER") STEWART, MRS. PHILLIPS, MRS. J. A. S. GUY, MRS. JOHN FOOS



STREET SCENE BEFORE LAGONDA HOUSE—MOTHER STEWART ADDRESSING THE CROWD.



Picketing



Van Pelt's Surrender

"WET" OR "DRY"

"VOTE WET
FOR MY
SAKE!"



"VOTE DRY
FOR
MINE!"



**Shall the Mothers and Children
be Sacrificed to the Financial
Greed of the Liquor Traffic?**

IT IS UP TO YOU, VOTER, TO DECIDE

VOTE DRY





HOME PROTECTION MANUAL:

CONTAINING AN ARGUMENT

FOR THE

TEMPERANCE BALLOT FOR WOMAN,

AND HOW TO OBTAIN IT, AS A MEANS OF

HOME PROTECTION;

ALSO

CONSTITUTION AND PLAN OF WORK FOR STATE AND LOCAL W. C. T. UNIONS.

By FRANCES E. WILLARD,

PRESIDENT OF BALDWIN W. C. T. U.

PRICE 15 CENTS.

PUBLISHED AT "THE INDEPENDENT" OFFICE,

BROADWAY, NEW YORK.

1879.

Frances Willard: The Women's Christian Temperance Union



**Carry
Nation:
“a bulldog
running at
the feet
of Jesus,
barking at
what He
doesn’t
like”**

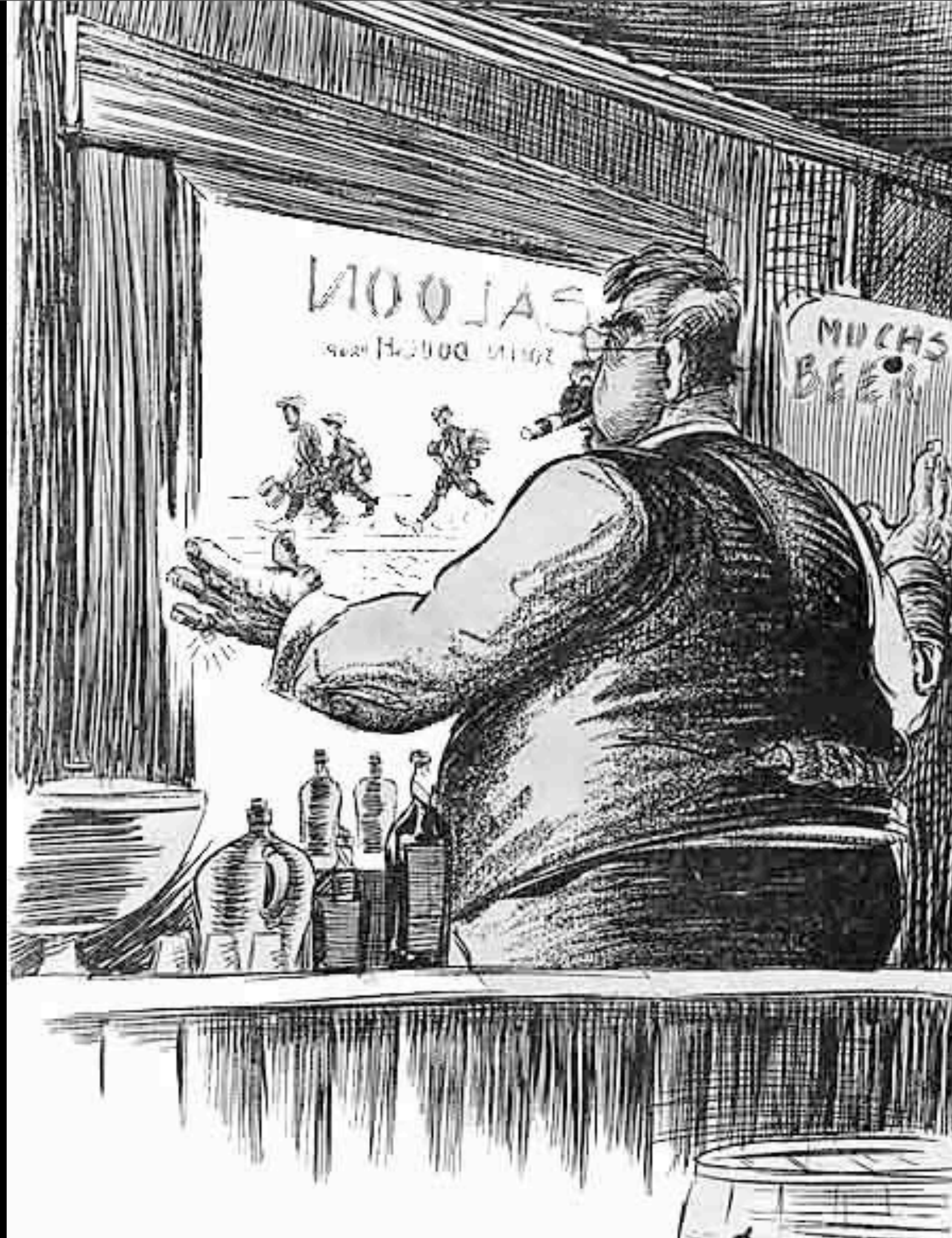
THE FAMOUS AND ORIGINAL
BAR ROOM SMASHER



CARRIE NATION
MANAGEMENT JAMES E. FURLONG

CARRIE NATION

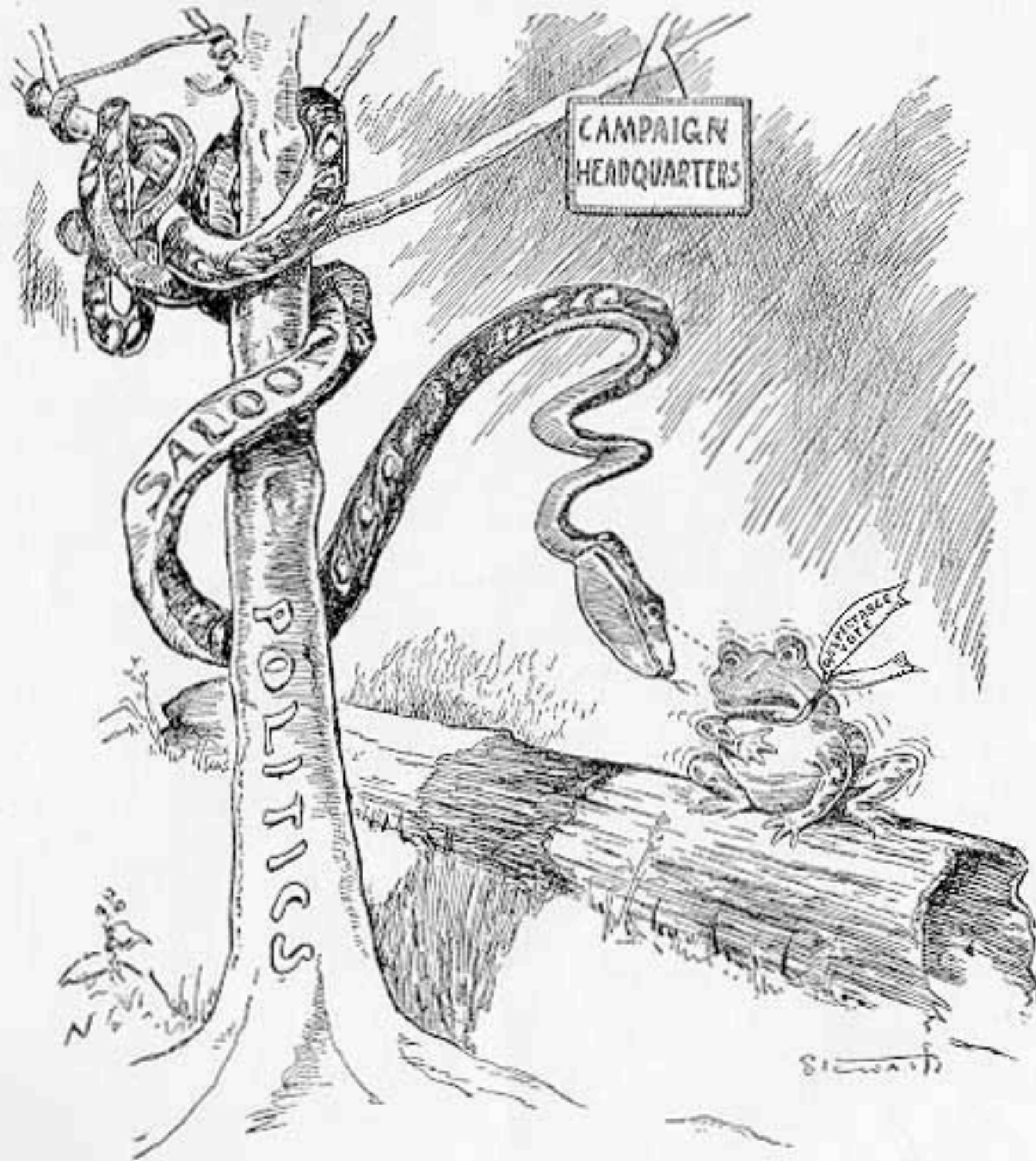
MANAGEMENT
JAS. E. FURLONG



ANTI-SALOON LEAGUE



WATER CURE FOR THE BREWERY



The respectable vote is not in sympathy with the saloon. But the snake gets it just the same.





“Trying to distinguish ‘healthful’ beer from dangerous liquor, brewers liked to refer to it as ‘liquid bread.’ George H. Gies took the healthfulness argument several steps further.”

TO ALL
"True Sons of Temperance."

Father's a Drunkard, and Mother is dead

LOVE. PURITY. FIDELITY.

Song and Chorus

AS SONG BY
LITTLE EFFIE PARKHURST.

at the Great Temperance Gatherings in New-York.
POETRY BY
STELLA.
of Good Samaritan Division N.Y. Washington, D.C.

MUSIC BY
MRS. E. A. PARKHURST.

Author of
"DON'T MARRY A MAN IF HE DRINKS." "I'LL MARRY NO MAN IF HE DRINKS." "LOOKING FORWARD" & C.

WASHINGTON, D.C.
Published by **JOHN F. ELLIS 306 Pennsylvania Ave.**

New York: W. A. POND & CO. Phila: LEE & WALKER. Balt: H. M. TAYLOR. New York: HORACE WATERS. Boston: G. DITSON & CO. Chicago: ROBT. A. DODG. Detroit: J. H. WHITFIELD & CO.

Entered according to Act of Congress in the Year 1888 by John F. Ellis in the Clerk's Office of the District Court of Delaware.

HOW ARE YOU GOING TO WET YOUR WHISTLE

WHEN THE WHOLE DARN WORLD GOES DRY?

BY
**FRANCIS BYRNE
FRANK MCINTYRE
& PERCY WENRICH**

POPULAR EDITION
LEO. FEIST INC. NEW YORK
BERNARD BARBERSON MUSIC PUBLISHING CO. LONDON, ENGL.



Anti-Saloon League Convention, Atlantic City 1916



**“I will fight them till hell freezes over, then I’ll buy a pair of skates and fight ‘em on the ice.”
— Billy Sunday**



The KKK was dry.



**The most powerful
man in America?**

**Anti-Saloon League
Leader**

**Wayne B. Wheeler
1869-1927**

**“He controlled six
Congresses, dictated to
two Presidents, and
held the balance of power
in both the
Republican and
Democratic parties.”**



**Ohio Governor
Myron T. Herrick**



**Stanford
University
President
David Starr
Jordan**



Yale economist Irving Fisher



**US Steel Chairman
E. H. Gary**



Upton Sinclair and Booth Tarkington



Orville Wright



“As secretary of state in 1914, William Jennings Bryan served grape juice at state dinners. The following year, as stump speaker for the ASL, he was delivering as many as ten speeches a day.” —Daniel Okrent



**“Sir, I do not desire nor will I
tolerate your
scurrilous contumely.”
—Richmond P. Hobson,
Prohibition advocate and orator
in Congress**



ADOLPHUS BUSCH



“The brewers—almost all of them of German extraction—were rendered helpless after the United States entered World War I and the ASL turned the nation’s anti-German feeling against them.

THE VOLSTEAD ACT

H. R. 6510.

10/16/19
66
OCT 28 1918
DEPARTMENT OF STATE

Sixty-sixth Congress of the United States of America;

At the First Session,

Began and held at the City of Washington on Monday, the nineteenth day of May,
one thousand nine hundred and nineteen.

AN ACT

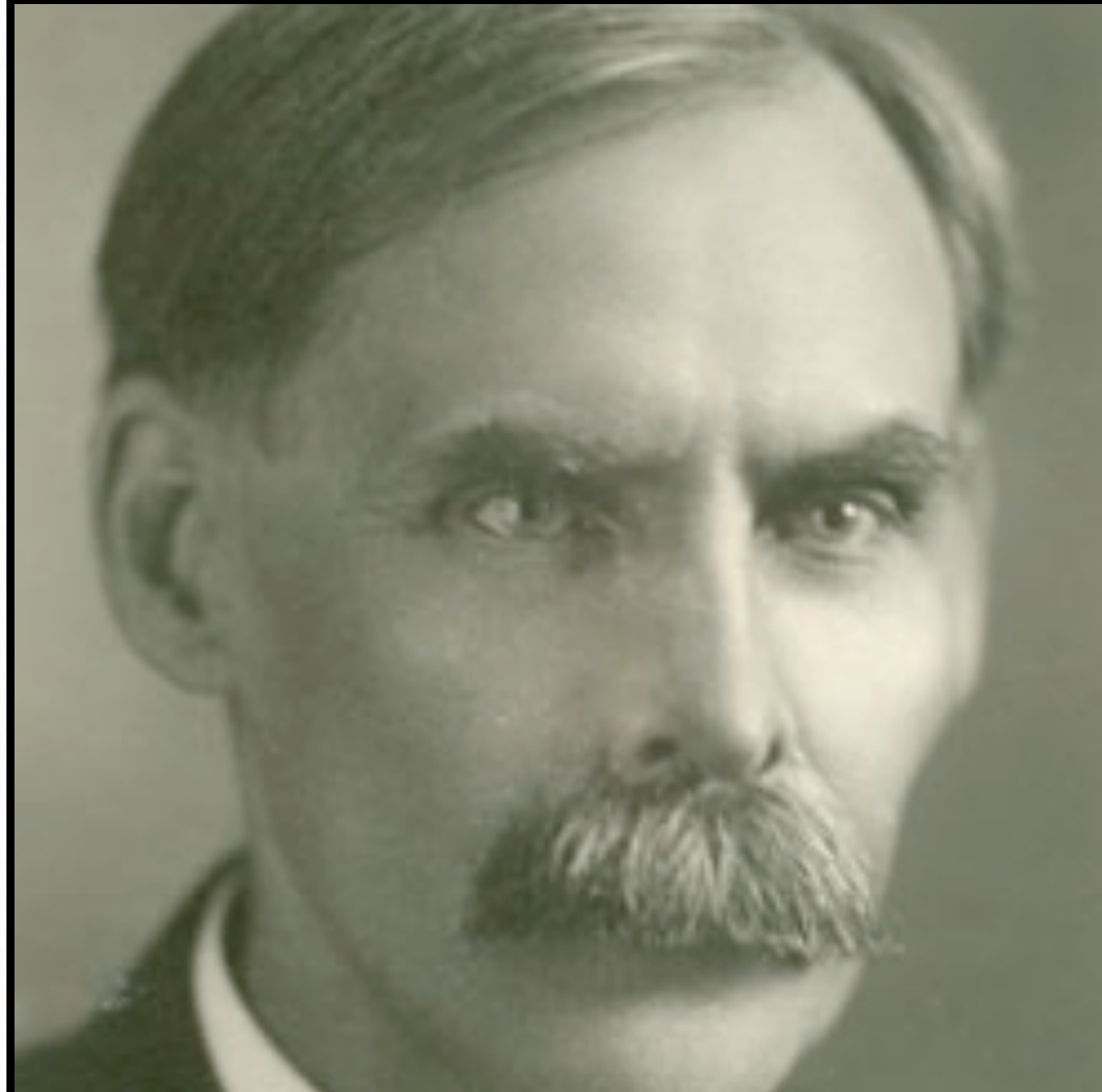
To prohibit intoxicating beverages, and to regulate the manufacture, production, use, and sale of high-proof spirits for other than beverage purposes, and to insure an ample supply of alcohol and promote its use in scientific research and in the development of fuel, dye, and other lawful industries.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the short title of this Act shall be the "National Prohibition Act."

TITLE I.

TO PROVIDE FOR THE ENFORCEMENT OF WAR PROHIBITION.

The term "War Prohibition Act" used in this Act shall mean the provisions of any Act or Acts prohibiting the sale and manufacture of intoxicating liquors until the conclusion of the present war and thereafter until the termination of demobilization, the date of which shall be determined and proclaimed by the President of the United States. The words "beer, wine, or other intoxicating malt or vinous liquors" in the War Prohibition Act shall be hereafter construed to mean any such beverages which contain one-half of 1 per centum or more of alcohol by volume: Provided, That the foregoing definition shall not extend to denatured wine not to any beverage or liquid produced by the process by which beer, ale, porter or wine is produced, if it contains less than one-half of 1 per centum of alcohol by volume, and is made as prescribed in section 37 of Title II of this Act, and is otherwise denominated than as beer, ale, or porter, and is contained and sold in, or from, such sealed and labeled bottles, casks, or containers as the commissioner may by regulation prescribe.





ours, a vast and unstoppable illegal trade was born, giving rise to
Rise and Fall of Prohibition







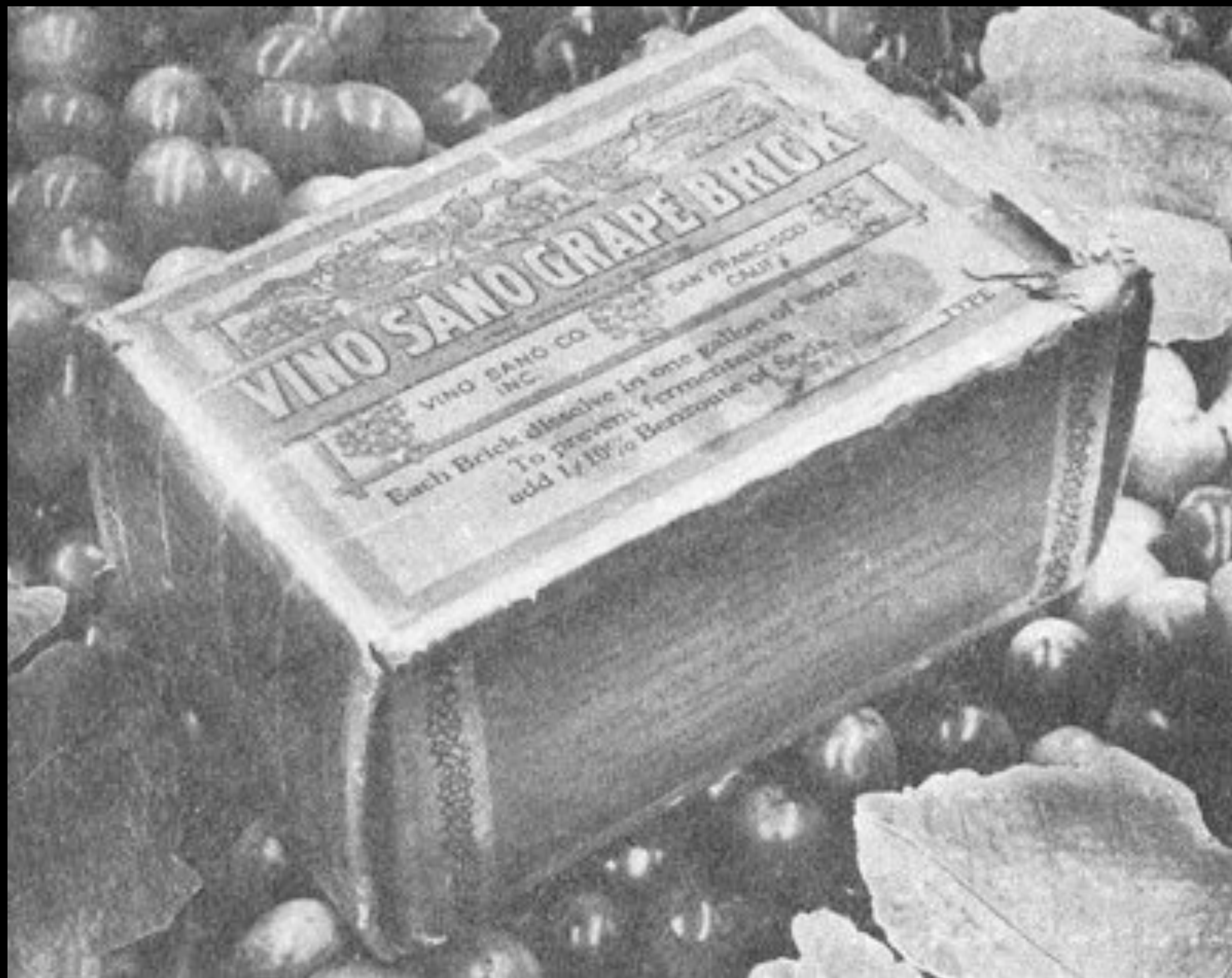
Elihu Root: “Prohibition takes away the chief pleasure in life for millions of men who have never been trained to get their pleasure from art, or literature, or sports, or reform movements.”

“The history of the United States could be told in 11 words: Columbus, Washington, Lincoln, Volstead, two flights up and ask for Gus.”

—H.I. Phillips, *The New York Sun*



Walter Ligget (1886-1935): “There is considerably more hard liquor being drunk than there was in the days before Prohibition and drunk in more evil surroundings,” as he could prove by “a truckload of detail and explicit facts.”



43707



Mabel Walker Willebrandt



EMORY BUCKNER.

MER.

2582-11

PHOTOGRAPH



Izzy Einstein,
undercover Prohibition
agent for the
Treasury Department

DATE *Apr. 1, '20,*

6915

THE UNITED STATES
TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE

THIS CERTIFIES THAT

Isidor Einstein
OF *New York, N.Y.* IS DULY EMPLOYED AS A
Federal Prohibition Agent
AND IS HEREBY AUTHORIZED TO EXECUTE AND PERFORM ALL THE
DUTIES DELEGATED TO SUCH OFFICERS BY LAW.

John T. Hoover *Wm. M. Williams*
Federal Prohibition Commissioner *Commissioner of Internal Revenue*

THIS COMMISSION IS VOID IF PHOTOGRAPH OF BEARER DOES NOT APPEAR ABOVE.



Moe Smith and Izzy Einstein

"SHE CAME OUT OF THE VAST UNKNOWN REGIONS OF THE WEST WITH THE SPIRIT OF THE DESERT AND THE PLAINS, THE POWER AND THE BRAWN OF THOSE COMPELLED TO DEFEND THEIR OWN BY FORCE OF MIGHT AND WILL --- AND YET SHE POSSESSED ALL THE GRACES AND CHARMS OF A WOMAN"

THE FROHMAN AMUSEMENT
CORPORATION PRESENTS

*The most compelling, original and
captivating character of the screen.*

Miss Texas Guinan

IN TWENTY-SIX TWO REEL DRAMATIC
FEATURE PRODUCTIONS typifying the rights,
glories and hazards of the women of the Great West.

*To be released one every two weeks commencing May
10th, on the State Right basis.*

*Each story written by a separate author of prominence
especially for Miss Guinan, and directed by Cliff Smith.
The first four productions are "THE SHE WOLF" "SOUTH
OF SANTA FE" "MALAMUTE MEG" and "SOME GAL."*

*The supporting cast includes Jack Richardson, George
Chesboro, Josie Sedgwick, and the greatest Chinese
dramatic actor in America, Ah Wing.*

*These productions are made and exploited as special
feature attractions. They are entertainments unto
themselves and establish a new high water mark in
Photo-Dramatic Creation.*

*Contracts are now awarded in the order of receipt of
acceptances.*

SOME TERRITORIES HAVE ALREADY BEEN CONTRACTED FOR

The **FROHMAN AMUSEMENT CORPORATION**
William L. Sherrill, Pres. 310 TIMES BUILDING New York City



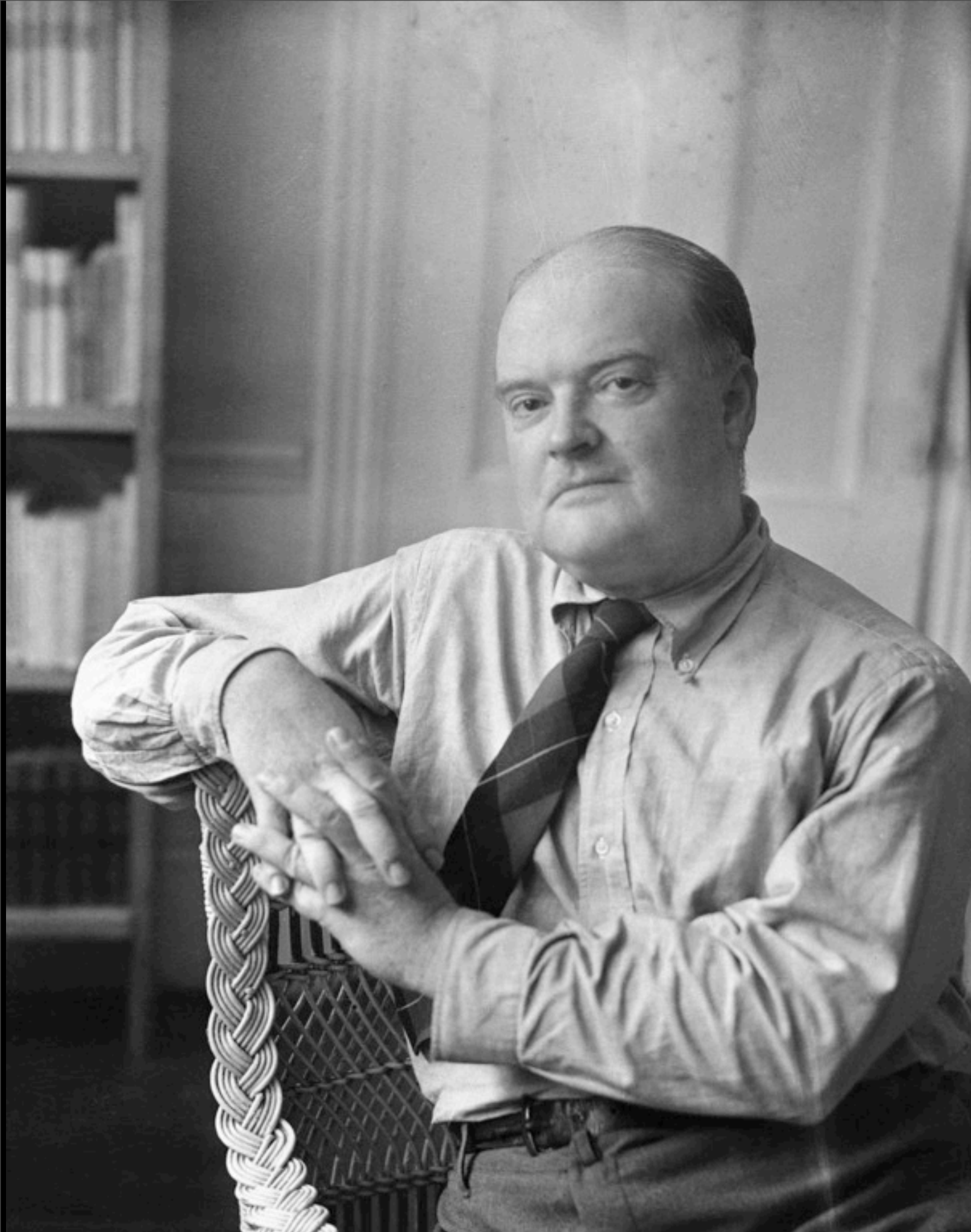


TEXAS GUINAN'S 300 CLUB

*The World's Most Famous Rendezvous of Stage,
Screen, Society and Finance*

151 WEST FIFTY-FOURTH STREET

New York City



**Edmund Wilson—
able to enumerate
97 terms for
drunkenness
in 1927**



**The Thompson sub-machine-gun, aka
“the Chicago typewriter”**



Johnny Torrio
1882-1957



**Al Capone (1899-1947):
“Public service is my motto.”**



I'm a kind person, I'm kind to
everyone, but if you are unkind to
me, then kindness is not what you'll
remember me for

— *Al Capone* —

AZ QUOTES







HOWARD
HUGHES
presents

SCARFACE

Paul Muni - Ann Dvorak - Osgood Perkins
Karen Morley - Boris "Frankenstein" Karloff

by BEN HECHT
From the novel by
ARMITAGE TRAIL



H. & L. LITHO CO. N.Y.

LITHO IN U.S.A.



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TOTALLY RIVETING UTTERLY ENTERTAINING TRIVIA

Al Capone was a GOLFER

Hundreds of Fascinating Facts from the World of Golf



Erin Barrett and Jack Mingo

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Eliot Ness vs. Al Capone

These are the Untouchables!





Robert Stack as Eliot Ness





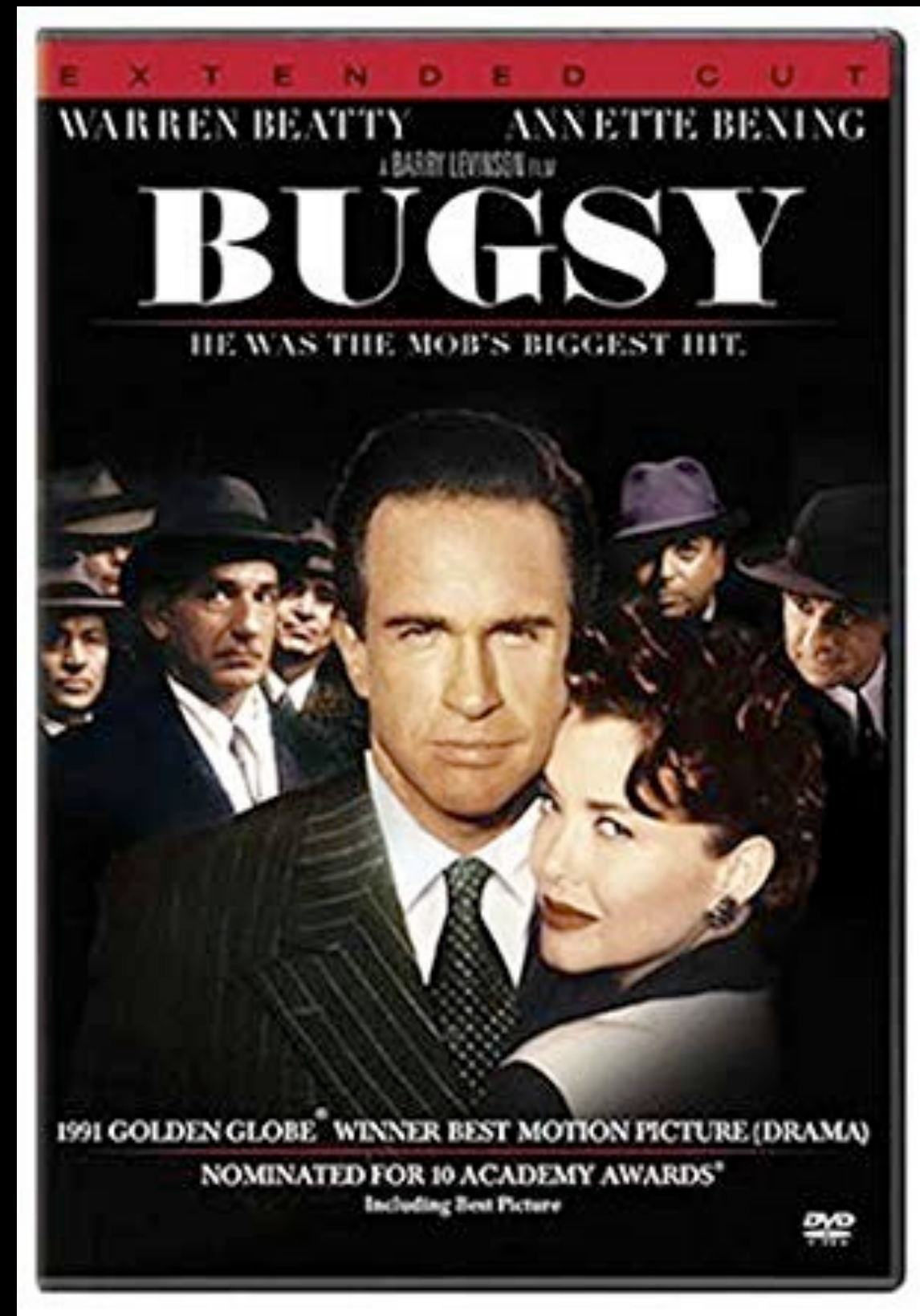
Lucky Luciano
1897-1962



Owney Madden, owner of the Cotton Club in Harlem, New York's Public Enemy #2

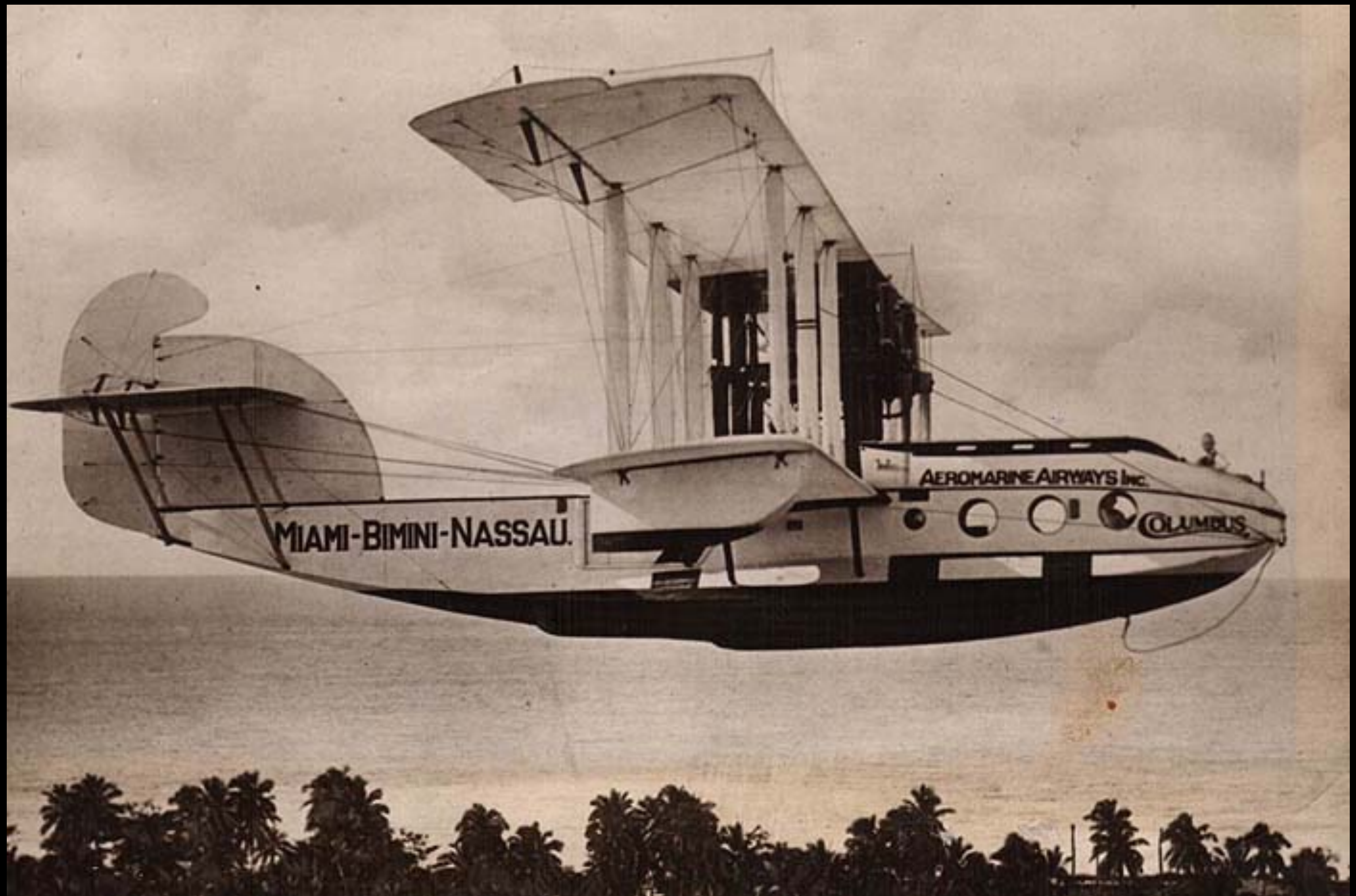


**Abner “Longey”
Zwillman
1904-1959**



Benjamin “Bugsy” Siegel





Aeromarine Airways—“liquor tourism”





There's as much chance of repealing
the Eighteenth Amendment as there
is for a hummingbird to fly to the
planet Mars with the Washington
Monument tied to its tail.

— *Morris Sheppard* —

AZ QUOTES



**Prohibition is an awful flop
We like it.
It can't stop what it's meant to stop.
We like it.
It's left a trail of graft and slime,
It's filled our land with vice and crime,
It don't prohibit worth a dime,
Nevertheless we're for it.
—Flaccus in *The New York World***



**Pauline Morton Sabin
switched from dry
to wet.**

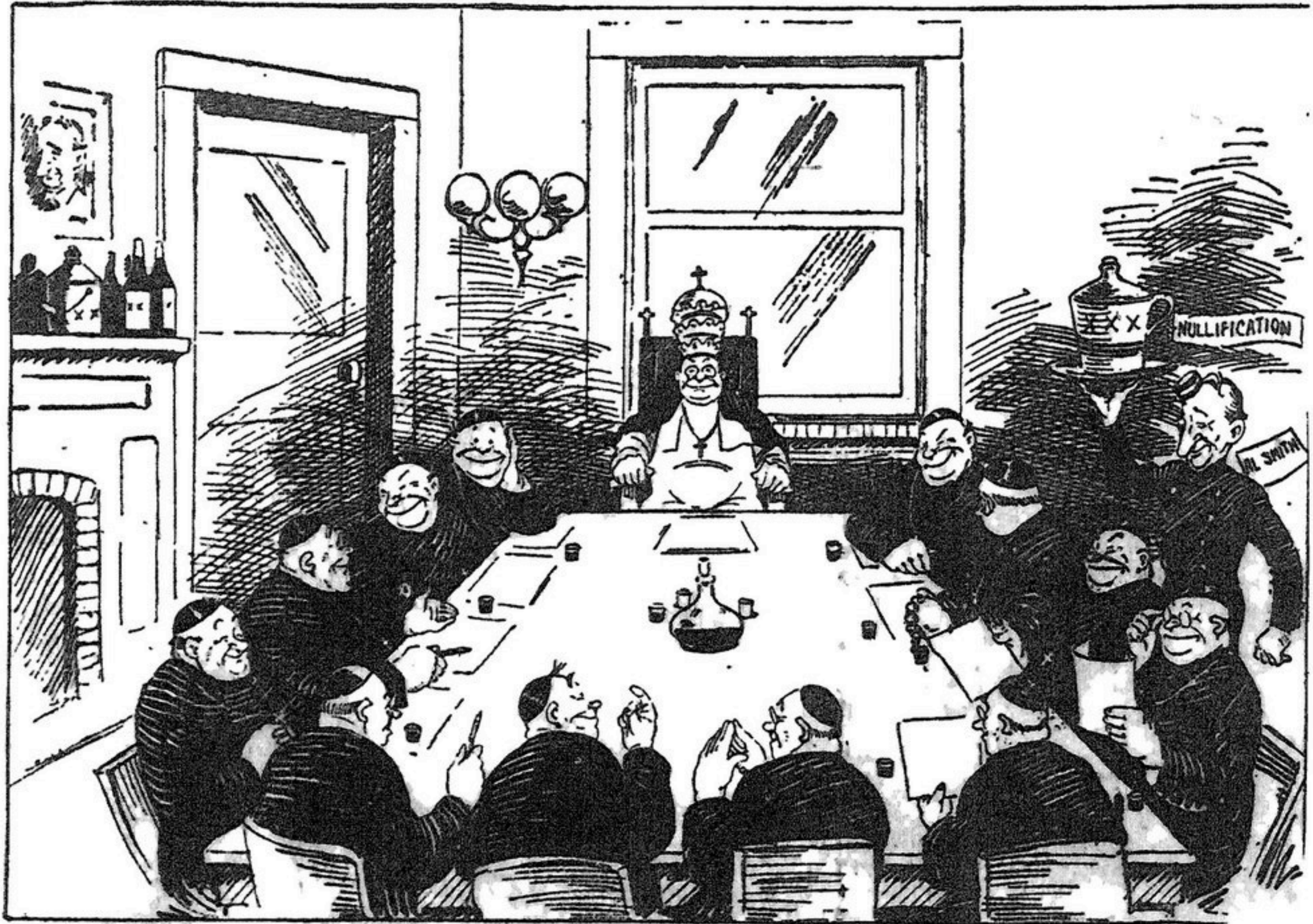


Dupont and John J. Raskob: the super-rich wanted lower income



Anti-Catholic propaganda unleashed by the drys, but his public a

Cabinet Meeting—If AI Were President







**Labor-sponsored march in Detroit: the Depression hastened
the end of Prohibition**



The Princeton Club, New York, 1929

HOSE - BELTING - PACKING

A. RU
& OFFICE, I

329





The Detroit River Route



s attached cow hooves to their shoes to disguise footprints in









48



49





Gertrude "Cleo" Lythgoe, smuggling queen























H. L. Mencken celebrating the end of Prohibition



William Powell and Myrna Loy in *The Thin Man*, 1934