**DOCUMENT ANALYSIS**

**THE AGE OF REFORM: TEMPERANCE**

Utilizing the first reading listed under “the Age of Reform,” and the 5 primary source documents listed below (they’re from

the “Class Activities” section of The Age of Reform week), make a copy of this chart, and then complete the chart shown

below. Once completed, upload the chart into CANVAS.

**The assignment is due in CANVAS on June 25th at 3pm**

**Document Explanation of Immediate & Long-term Success or Failure**

**Document Effects of the Document & Why?**

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| --- | --- | --- | --- |
| [Abstinence Pledge Card, 1842](https://www.gilderlehrman.org/history-resources/spotlight-primary-source/abstinence-pledge-card-1842) | This document is an abstinence pledge card from the cork total abstinence society, signed by Mathew Theobald, a catholic priest. Theobald launched a widespread movement promoting total abstinence from alcohol, first in Ireland and later internationally. The card itself presents the pledge to abstain from all intoxicating drinks unless medically necessary, accompanied by illustrations depicting the contrasting effects of temperance and intemperance. | The immediate effects were seen in the swift and widespread growth of the Society, with hundreds of thousands of people in Ireland taking the pledge of abstinence. It can be inferred that the movement led to a substantial decrease in alcohol consumption among those who took the pledge. The long-term effects of this document include shaping social attitudes towards alcohol and intoxication and providing an early model for sobriety movements that came later. It might have also contributed to the advent of legal regulations concerning alcohol, such as prohibition laws. | It was a success in terms of promoting temperance and gathering an extensive following. However, its long term effectiveness in maintaining abstinence among members, preventing alcohol abuse, or influencing alcohol policy would need more information to say accurate. |
| [Temperance Movement Cartoon - The Drunkard’s Progress, 1826](https://www.iowaculture.gov/history/education/educator-resources/primary-source-sets/reform-movements-america/drunkards-progress) | This is an antebellum-era political cartoon titled "The Drunkard's Progress" that portrays the gradual decline of an individual into alcoholism, culminating in suicide. The intent was to illustrate the perils of alcohol consumption. | The immediate effects of the document would have been to spread the message of the temperance, influencing public opinion against alcohol by highlighting its potentially harmful personal consequences. The image contributes to the narrative that alcohol consumption can lead to a downward spiral, a narrative still present in contemporary discussions about substance abuse. It may have also added to the momentum towards prohibition laws in the late 19th and early 20th centuries. | The cartoon was likely successful in its immediate goal of communicating the potential dangers of alcohol consumption, however it is hard to say how much this has affected society without data. |
| [Distillery with barrels of rum labeled with forms of death from a temperance pamphlet published in Salem, Massachusetts, 1830](https://www.alamy.com/distillery-with-barrels-of-rum-labeled-with-forms-of-death-from-a-image9630894.html?imageid=EA3B1D32-C138-484B-B117-57BCC1A3EF6E&p=15096&pn=1&searchId=07368550b2514a673906db62451f9278&searchtype=0) | This document is a visual representation from a temperance pamphlet that portrays barrels of rum labeled with forms of death. It's a stark image meant to underscore the fatal consequences of alcohol consumption. | This image, likely circulated widely, would have served to instill fear and caution about the dangers of alcohol, influencing public opinion in favor of temperance or moderation. The use of fear tactics like this can be seen as a precursor to similar methods in modern public health campaigns, such as those against smoking or illicit drugs. | Judging by its striking visual message, the Temperance Pamphlet would have been an impactful piece of propaganda. By associating alcohol with death directly, it provides a powerful message against alcohol consumption. Given its likely goal, to scare people away from drinking, it arguably was successful. |
| [Temperance Family Almanac, 1835](https://americanantiquarian.org/earlyamericannewsmedia/items/show/68) | This document is a temperance focused almanac from 1835, which uses a mix of data, dialogues, poems, and cautionary illustrations to argue against alcohol consumption. The almanac represents religious and moral perspectives against drinking. The cover image of the grog shop graphically illustrates the alleged moral and social perils of alcohol abuse. | The almanac would have served to propagate the temperance movement's message to a broad audience. It may have swayed public opinion against alcohol by highlighting its supposed moral failings and societal consequences. It contributed to the narrative against alcohol consumption that influenced society's perception and legal policies towards alcohol. Its blending of various forms of content also serves as an early example of multifaceted campaigning tactics used in later public health and social reform movements. | The Temperance Family Almanac presents a mix of moral, religious, and scientific arguments against alcohol consumption. Because of that, it can be seen as a significant success, laying the groundwork for comprehensive anti alcohol advocacy. |
| [Wine & Liquor Store Lithograph, 1825-55](https://www.alamy.com/vintage-lithograph-of-charles-egner-wine-and-liquor-store-10-north-third-street-philadelphia-usa-1825-1855-this-lithographed-advertisement-shows-t-image457380620.html?imageid=273CA0D1-9FBE-4D1B-8B80-2857623F42F2&p=286785&pn=1&searchId=b339c55a5c4c7e0fbe6e90716d8a1ea8&searchtype=0) | This document is a vintage lithograph of the Charles Egner Wine and Liquor Store in Philadelphia, dating between 1825 and 1855. The lithograph likely served both as a commercial advertisement for the store and as a snapshot of the period's prevalent liquor commerce. | The immediate effects of this document would be to promote the liquor store and to affirm the societal acceptance and prevalence of alcohol sales and consumption during this period. This lithograph contributes to historical records, providing insights into the social attitudes and commercial practices related to alcohol in the early 19th century | From a business perspective, the fact that such establishments thrived during strong anti alcohol sentiments can be viewed as a testament to their success. Critics may argue that this contributed to the societal harms attributed to alcohol, but as a business and a snapshot of social norms of the time, it was indeed successful. |