Finding aid for the Temperance postcards collection 6099

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Language of Material: English
Contributing Institution: USC Libraries Special Collections
Title: Temperance postcard collection
creator: Cook, A. T.
creator: Hulbert, J. O.
Identifier/Call Number: 6099
Physical Description: 0.75 Linear Feet1 box
Date (inclusive): circa 1910
Abstract: 36 temperance postcards published by A. T. Cook, Seedsman, Hyde Park, New York; the majority were designed by J. O. Hulbert. Temperance postcards were widely distributed by the Women's Christian Temperance Union in the 19th and early 20th centuries to attack the liquor trade.

Historical note
Temperance postcards were widely distributed by the Women’s Christian Temperance Union in the 19th and early 20th centuries to attack the liquor trade. They often portrayed saloonkeepers as corruptors of youth, included quotes from famous teetotalers like Thomas Edison, poems about abstinence and brotherhood, and general words of warning about the dangers of drink. One of the most prolific publishers of these postcards was A. T. Cook, Seedsman, based in Hyde Park, NY.

Content Description
36 temperance postcards published by A. T. Cook, Seedsman, Hyde Park, New York; the majority were designed by J. O. Hulbert. The majority are in color. Some are addressed, with short notes on the reverse.

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Preferred Citation
[Box/folder no. or item name], Temperance postcard collection, Collection no. 6099, Special Collections, USC Libraries, University of Southern California

Immediate Source of Acquisition
Purchased from F.A. Bennett Books, November 26, 2014.

Subjects and Indexing Terms
Temperance -- United States -- Postcards
Postcards
Cook, A. T.
Hulbert, J. O.