

Baker Street *Elementary*

PRESENTS
"THE LIFE AND TIMES IN VICTORIAN LONDON"



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THE LIFE AND TIMES IN VICTORIAN LONDON
A027 -- BLUE RIBBON BLUES -- JANUARY, 2022





WELCOME TO TOPIC # 027... TODAY, WATSON AND I WILL LOOK AT THE TEMPERANCE MOVEMENT DURING THE VICTORIAN PERIOD.



**IN 'THE ADVENTURE OF THE CARDBOARD BOX,'
SUSAN CUSHING TOLD YOU JIM BROWNER,
HER BROTHER-IN-LAW, HAD BROKEN HIS PLEDGE
AND RETURNED TO DRINKING.**





**HIS 'PLEDGE' WAS A REFERENCE TO THE GOSPEL
TEMPERANCE MOVEMENT THAT SPREAD ACROSS THE
COUNTRY, PARTICULARLY AMONG THE LOWER
MIDDLE CLASS FROM 1877 TO 1889.**



WHILE OTHER TEMPERANCE SOCIETIES EXISTED
PRIOR TO THE GOSPEL TEMPERANCE
ORGANIZATION, BROWNER'S MENTION OF LOSING
HIS 'BLUE RIBBON,' INDICATED MEMBERSHIP IN
THIS PARTICULAR ORGANIZATION.



THE TEMPERANCE MOVEMENT IN THE UK HAD ITS ORIGINS IN THE 1830s IN RESPONSE TO A RISE IN PUBLIC DRUNKENNESS AND THE SUCCESSES OF SIMILAR EFFORTS IN US, ESPECIALLY IN NEW ENGLAND.



RELIGIOUS LEADERS, PARTICULARLY THOSE FROM NONCONFORMIST DENOMINATIONS (PROTESTANT GROUPS OUTSIDE THE CHURCH OF ENGLAND) AND THEIR MIDDLE AND UPPER-LOWER CLASS CONGREGANTS WERE THE FIRST TO PROMOTE THE CONCEPT OF SIGNING A PLEDGE FOR ABSTINENCE.



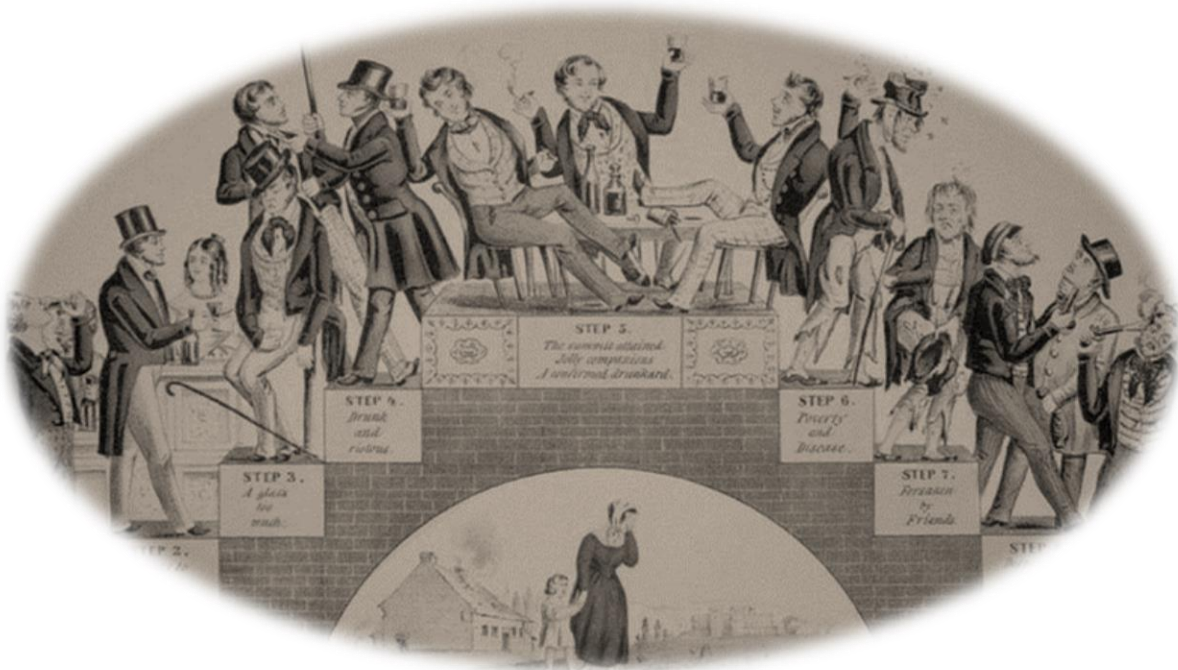
MANY OF THESE EARLY LOCAL GROUPS STILL ALLOWED AN OCCASIONAL GLASS OF WINE OR BEER, AND RIFTS OCCURRED IN SOME CONGREGATIONS OVER THE USE OF FERMENTED OR NON-FERMENTED WINE IN SERVICES.



**IN THE LATE 1830s, A SHIFT OCCURRED IN THE
MOVEMENT TO TOTAL ABSTINENCE, OR
TEETOTALISM, LED PRIMARILY BY THE SAME
SOCIAL CLASSES.**



THE DISCIPLINE REQUIRED AVOIDANCE OF ALL ALCOHOLIC BEVERAGES AND ALIGNED WITH THE STRICT MORAL CODE UPWARDLY MOBILE MEMBERS IN THE LOWER CLASSES OBSERVED.



WITH PUBLIC-HOUSE LIFE NOW FORBIDDEN TO THEM, THESE GROUPS FORMED LODGES OR SIMILAR SOCIAL CENTERS TO OFFER ALTERNATIVE GATHERING PLACES AND EVENTS.

Women would go to saloons and start singing church hymns.



Don't Blame Your Wife

If she doesn't appear so attractive as when you were courting her, it's because you don't buy her nice little presents of jewelry, as you used to do.

"Can't afford it," you say, or "it's too expensive." Not at all. Just come round and see our magnificent display of pretty and useful things—and our prices. Then you'll wonder why you haven't been before.

An Invitation

to deal at our store really means a desire on our part that you should bring yourself in touch by visiting among our Clocks, Watches, and all kinds of jewelry. We have a thorough knowledge of our business. We buy direct from the factories, and get the best goods at the very lowest prices, and can therefore give our patrons the benefit of our experience.

Now the address and call around today.

C. Campbell Welch

JEWELER AND OPTICIAN

1120 First Street West

Opposite the Frye-Jones Block

Calgary

THE FACILITIES ALSO OFFERED CLASSES IN READING, WRITING, AND BASIC ARITHMETIC AND SPECIALIZED PROGRAMS FOR WOMEN AND CHILDREN.



DESPITE SUCH EFFORTS, DRUNKENNESS CONTINUED TO RISE AMONG THE POPULACE, AND IN 1853, NATHANIEL CARD, A QUAKER REFORMER, ORGANIZED A MOVEMENT TO PASS LAWS PROHIBITING THE SALE OF ALL ALCOHOL TO COMBAT IT.

NATIONAL

Christian Temperance Union

"With Malice toward none, and Charity for all."

*I, the undersigned, do pledge my word and honor,
GOD HELPING ME,
to abstain from all intoxicating liquors as a beverage, and
that I will by all honorable means encourage others to abstain.*

Francis Murphy.

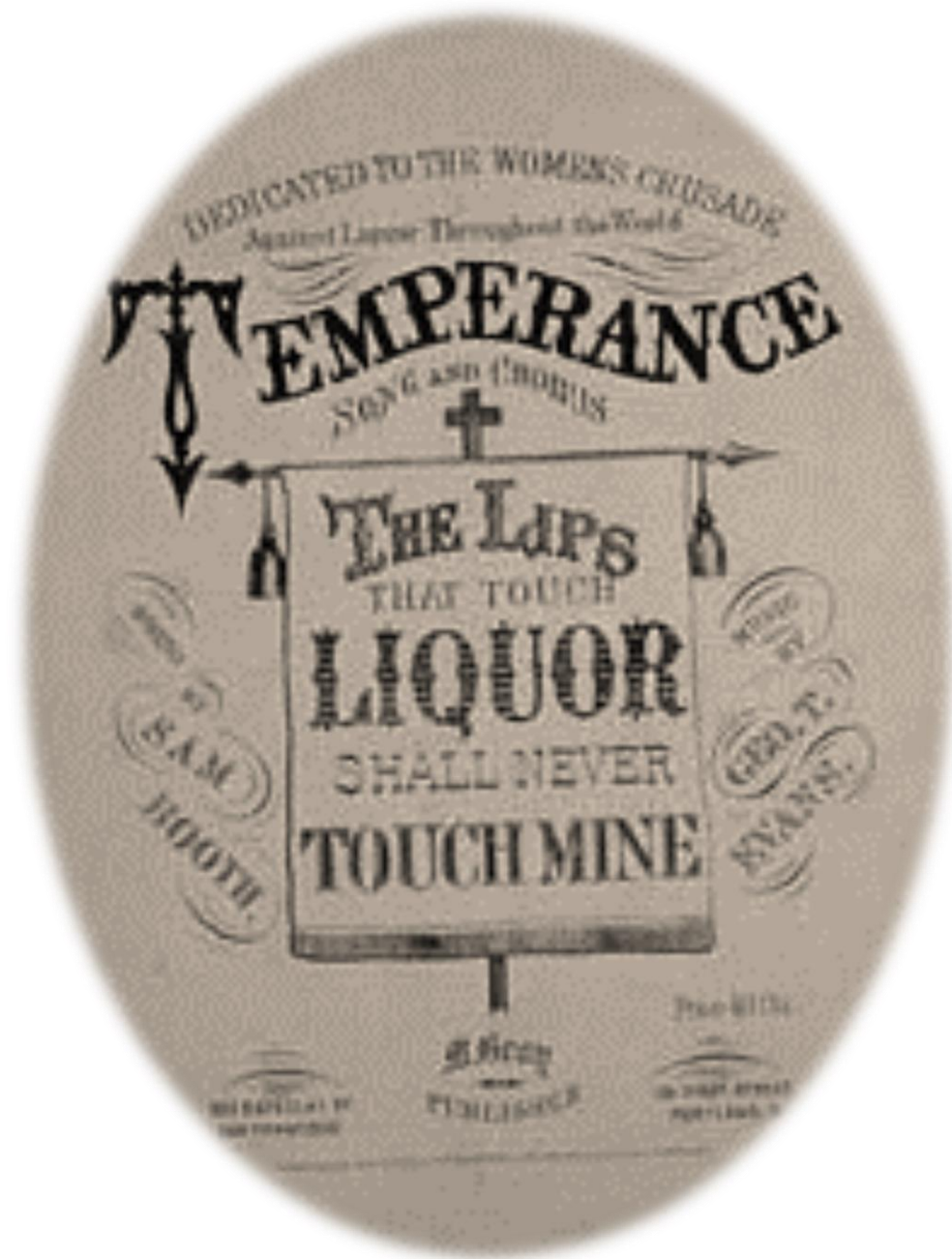
3/1878

W. H. Howell

Friday



WHILE SUCH LEGISLATION HAD SOME SUPPORTERS
IN PARLIAMENT, WITHIN FOUR YEARS THE
EMPHASIS SIFTED FROM A NATIONAL BAN TO
LOCAL OPTION.



THE CONTINUED PUSH FOR PASSAGE OF LAWS
RELATED TO ALCOHOL'S SALE AND CONSUMPTION
GRADUALLY BECAME A LIBERAL CAUSE, WITH
THOSE INVOLVED IN THE DRINK TRADE ALIGNING
WITH THE CONSERVATIVES.



HUE AND CRY!

DRUNKARD,
YOU ARE A THIEF AND A ROBBER!
*You steal away your own respectability, your usefulness,
and your integrity.*

*You rob your Family of their necessary means of support;
You destroy their character for decency in their neighbourhood.
And you blast your Children's future prospects in life.*

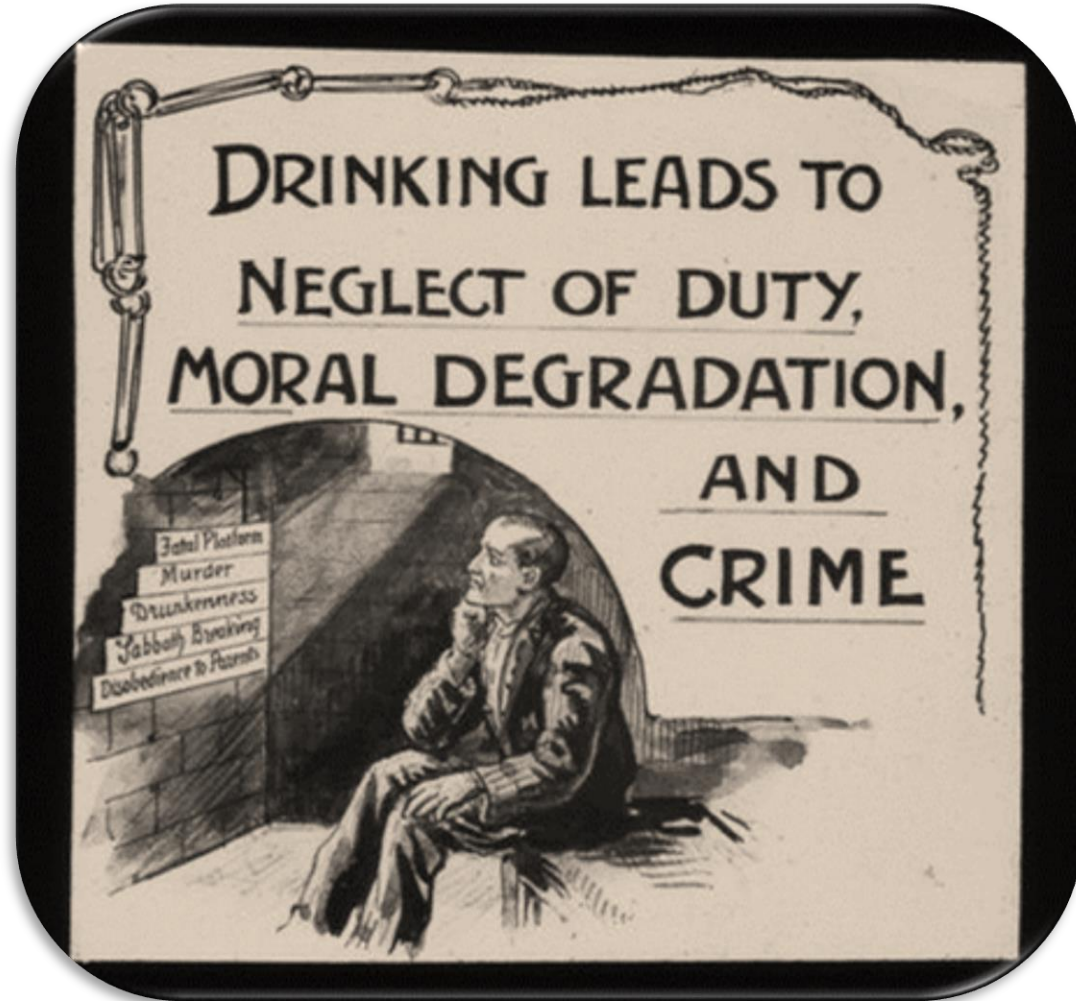
DRUNKARD, you are a PUBLIC ENEMY!
*You bring a bad name upon working people generally, and shut up the hands
of many who would do good to the poor, by shewing before all men your base
habits and brutal conduct.*

FOR THE NEXT FIFTEEN TO TWENTY YEARS, THE ANTI-DRINK EFFORTS FOCUSED ON THE POLITICAL ARENA, WITH EFFORTS TO RESTRICT LICENSES OR OTHER MEASURES TO REDUCE THE AVAILABILITY OF ALCOHOL... A REVIVAL IN THE MOVEMENT OCCURRED IN 1877 WHEN WILLIAM NOBLE VISITED THE US AND OBSERVED FRANCES MURPHY AND HIS BLUE RIBBON AND GOSPEL TEMPERANCE MOVEMENT IN THAT COUNTRY.



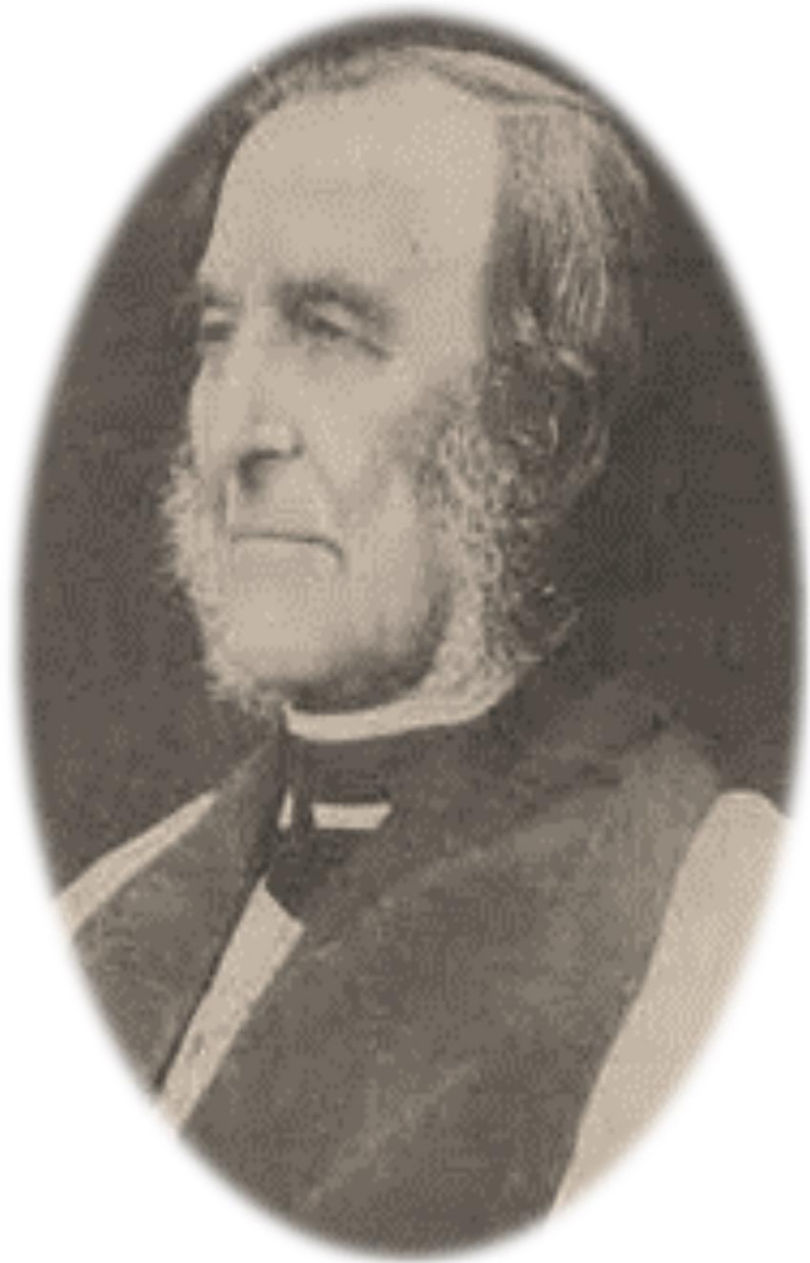
Down the Rapids of P...

THIS APPROACH COMBINED RELIGION AND
TEMPERANCE IN ONE-WEEK CAMP MEETINGS
FOCUSED ON CONVERTING BOTH THE TAVERN
OWNER AND THE DRINKER.



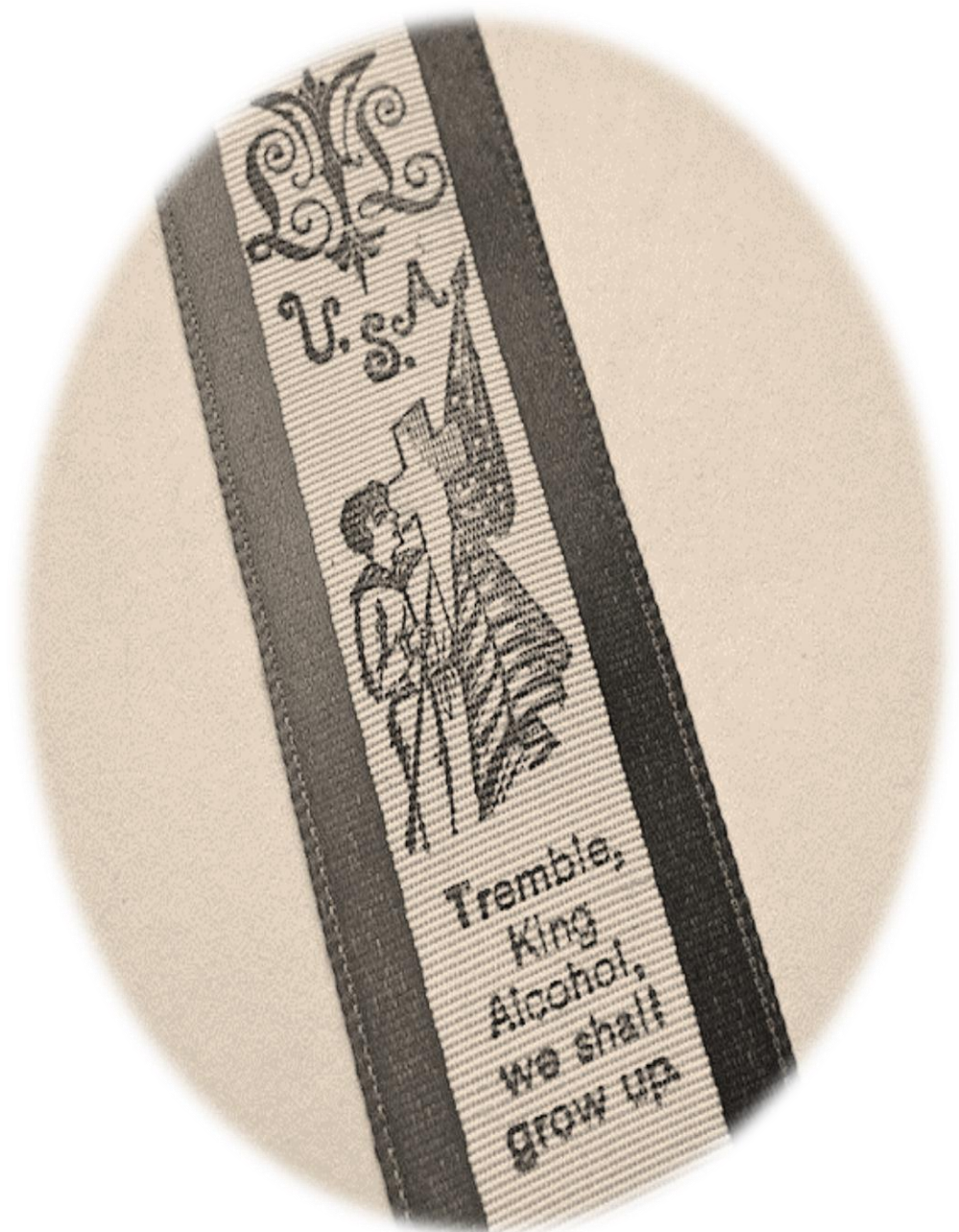
*NOBLE RETURNED TO ENGLAND AND CREATED THE
GOSPEL TEMPERANCE HALL IN LONDON'S EAST END.*





GOSPEL TEMPERANCE, HOWEVER, REMAINED FRAGMENTED AND LOCAL UNTIL THE ARRIVAL OF RICHARD BOOTH, AN AMERICAN TEMPERANCE MISSIONARY, WHO CARRIED THE EFFORT NATIONWIDE.





THE MAN TRAVELLED THE COUNTRY HOLDING MEETINGS COMPLETE WITH CHOIRS, SPEECHES, AND AT THE END OF THE EVENT, A CALL TO SIGN THE PLEDGE AND WEAR A BLUE RIBBON AS A SYMBOL OF COMMITMENT TO THE CAUSE.



BY THE 1890s, THE ECONOMIC DOWNTURN THAT HAD PUSHED SOME TO DRINK WAS OVER, AND WITH PROSPERITY, THE GOSPEL TEMPERANCE MOVEMENT LOST STEAM.



THE DRUNKARD'S PROGRESS.
FROM THE FIRST GLASS TO THE GRAVE.

STILL, THE MOVEMENT HAD KEPT THE ISSUE IN
THE PUBLIC EYE FOR MORE THAN FORTY YEARS
AND IT WAS ESTIMATED ABOUT A TENTH OF THE
POPULATION WERE ABSTAINERS BY THE END OF
VICTORIA'S REIGN.



**THE REFORMED RUMSELLER,
MR. MURPHY**

of PORTLAND, MAINE, will lecture on TEMPERANCE, in the

METHODIST CHURCH, Sheepscot Bridge,

TUESDAY EVENING FEB. 20,

Commencing at 7 o'clock.

No tickets at the door; a collection will be taken to pay Mr. Murphy's expenses.

Sheepscot Bridge, Feb. 10, 1872.

WHILE THE TEMPERANCE MOVEMENT NEVER ACHIEVED THE ULTIMATE GOAL OF ELIMINATING ALL ALCOHOL, THE DIRE CONSEQUENCES OF DRINK WERE WELL RECOGNIZED—AS CLEARLY ILLUSTRATED BY JIM BROWNER'S CRIME OF PASSION.





**IN BETRAYING HIS OWN BLUE RIBBON PLEDGE
WITH THE RESULTING CONSEQUENCES, HE
PROVIDED A MORAL LESSON TO DOYLE'S READERS
ON THE EXCESSES OF DRINK.**



SO, WE HAVE COMPLETED TOPIC # 027 IN OUR SERIES...

IN TOPIC # 028, WE WILL LOOK AT THE SPORT OF FENCING IN THE VICTORIAN PERIOD.



REFERENCES FOR THIS TOPIC:

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- MITCHELL, SALLY, VICTORIAN BRITAIN. (NEW YORK: GARLAND PUBLISHING, INC., 1988)



Baker Street Elementary

"THE LIFE AND TIMES IN VICTORIAN LONDON"

IS CREATED THROUGH THE INGENUITY & HARD WORK OF:

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