



# Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard  
La Jolla, CA 92037

www.raremaps.com

(858) 551-8500  
blr@raremaps.com

## **(Temperance Broadside) Ten Steps to Ruin - All Should See What Awful Ravages This Beast is making on our Youth and Nation [and] Deacon Giles' Distillery [caption titles]**

**Stock#:** 89721  
**Map Maker:** Lord  
**Date:** 1876 circa  
**Place:** Elgin, Illinois  
**Color:** Uncolored  
**Condition:** VG  
**Size:** 11 x 16 inches  
**Price:** \$ 2,400.00



### **Description:**

**"All Should See What Awful Ravages This Beast Is Making On Our Youth and Nation"**

**Lurid Wood Engravings : Tammany Hall's Tiger of Corruption Transformed into an Allegory of Ruin by Drink**

Rare separately published temperance broadsheet, published by Amasa Lord.

The broadside features a striking image of a ravenous tiger, based on Thomas Nast's Tammany Hall tiger of the early 1870s, which was featured in *Harper's Weekly*. The vicious tiger is here repurposed in support of the temperance movement. The tiger's collar is labeled "Liquor Ring," with a black horizontal path over its body describing the overall scene: "Ten Steps Down the Broad Way of Ruin," in itself a clear reference to the corruption of New York City. The progression of a drunkard's life follows the familiar steps in the allegory of corruption and death: friendly drinks of ale and cider; card playing over wine & beer; billiards in the barroom; gambling on horses at the race track; dancing; barroom fighting; murder; police intervention, jail, and, hanging. Copyrighted by Sweet & Howland, of Cleveland, the image was likely engraved by Horace Greeley Howland.

The verso of the broadsheet continues the temperance theme, with a detailed half-page wood engraving depicting horned devils at work in *Deacon Giles' Distillery*, beneath which are four columns of text by Rev. George B. Cheever. A mainstay of the temperance movement, originally published in the *Salem Landmark*, February, 1835, and also published under the title, *The Dream*.



**Barry Lawrence Ruderman  
Antique Maps Inc.**

7407 La Jolla Boulevard  
La Jolla, CA 92037

[www.raremaps.com](http://www.raremaps.com)

(858) 551-8500  
[blr@raremaps.com](mailto:blr@raremaps.com)

---

**(Temperance Broadside) Ten Steps to Ruin - All Should See What Awful Ravages This Beast is making on our Youth and Nation [and] Deacon Giles' Distillery [caption titles]**

Amasa Lord was a mainstay of the American Bible Society and American Peace Society. From 1876 to his death in 1878, he published *The Informer*, "devoted to Peace, Temperance, Health, and Anti-Tobacco."

A fascinating visual association of intemperance with political corruption of New York City.

**Rarity**

OCLC lists no copies of this broadsheet. We note an example in Kaaterskill Books Catalog #21, item 99.

**Detailed Condition:**

Broadsheet. Illustrated with wood engravings on recto and verso. Sheet age-toned. Minor loss at old folds and some minor edge chipping. Repaired tear, crudely stitched at an early date. Withal very good given the ephemeral nature of the sheet.