



JACKSON FOSTER
HISTORIC SIGN PAINTER & MAKER
*Hand-crafted signs in the style of
18th and 19th century artisans*

Gin/Rum/Brandy/Cyder

According to Elise Lathrop's book, *Early American Inns and Taverns*, published in 1926, the number of taverns that existed in 1776 colonial America was between one and two thousand. Considering that drinking was among the most popular of colonial American pastimes—and something which many of our founding fathers including Thomas Jefferson, John Adams and Benjamin Franklin believed led to “intemperance and idleness”—it wouldn't be surprising to see a sign such as this. This version was done on old barnwood.

Adams and Franklin believed that taverns, besides being nurseries of licentiousness and debauchery, also objected to the spread of taverns as spreading class distinctions. Often only wealthy tavern-owners could provide enough food, drink and other provisions for people and horses, as required by law, to keep the explosion of taverns properly supplied.

As a result taverns began to be characterized as either polished businesses or bug-infested houses with rotten food. As evidence of the drinking culture diverging along economic lines, country taverns were often limited to beer, cider and watered-down rum, whereas wealthier city taverns boasted wine, madeira and brandy. And their rum was mixed in large bowls with sugar and fruit into a strong punch!

—Adapted from *Taverns of the American Revolution*, by Adrian Covert.

As with the other products on this page, this sign is for sale. Please email or call for details.

