



NEWS RELEASE

• Mar. 9, 2021 •

- **Battle of Homestead Foundation hosts Mar. 24 online Women's History Month program on 1800s' Patent Medicine, Women's Suffrage and the Temperance Movement**

WHAT: The Battle of Homestead Foundation presents "**A Great Blessing to Women**": **Tonics, Temperance, and the 19th-Century Patent Medicine Industry**, a Women's History Month online program.

WHEN: Wednesday, Mar. 24, 2021 – 7:30-9:00 p.m.

WHERE: Program is free but viewers must register at www.eventbrite.com

WHO: Presented by Jacqueline M. Cavalier, EdD, Professor of History at Community College of Allegheny County (CCAC).

HOMESTEAD, PENNSYLVANIA — Until Congress passed the landmark 1906 Pure Food and Drug Act, Americans could buy a vast array of unregulated over-the-counter "patent medicines" claiming to cure or prevent nearly every ailment known to humanity from venereal diseases, tuberculosis and cancer to infant colic, arthritis and an endless succession of "female complaints".

On Wednesday, Mar. 24, from 7:30-9:00 p.m. the **Battle of Homestead Foundation** presents a special Women's History Month program titled "**A Great Blessing to Women**": **Tonics, Temperance, and the 19th-Century Patent Medicine Industry**.

Presented by **Jacqueline M. Cavalier, EdD**, Professor of History at Community College of Allegheny County (CCAC), "**A Great Blessing to Women**" reveals how the U.S. patent medicine industry intersected with the campaign for women's suffrage, the 1800s' temperance movement and emergence of organized labor.

The program is free; attendees must register at www.eventbrite.com to receive a Zoom admission link.

Through an exploration of primary images and documents, "**A Great Blessing to Women**" investigates marketing and advertising strategies employed by the 19th-century patent medicine industry and the contradictions that resulted.

While advertisers focused on women as mothers and caregivers as the target audience for their products, even louder voices in the popular press called upon women — and members of the Woman's Christian Temperance Union, in particular — to "purify" the industry.

“A Great Blessing to Women” explores the legacy of women’s activism rooted in the progressive spirit when suffrage, temperance and organized labor intersected.

The **Battle of Homestead Foundation** is an educational nonprofit promoting Western Pennsylvania’s vibrant industrial and labor history starting with the 1892 Homestead Steel Strike and connecting with current labor issues involving economics, the environment, healthcare, racism and other social concerns.

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- * For information on Battle of Homestead Foundation programs visit www.battleofhomestead.org.
- * Tune in to the Foundation’s public affairs podcast series *Essential Work: Exploring the Past, Present and Future of Jobs* podcast series at www.essentialworkpodcast.com

**** PRESENTER ****

Jacqueline M. Cavalier, EdD, is Professor of History at Community College of Allegheny County (CCAC) in Pittsburgh with a course repertoire including History of American Labor, Contemporary United States History and the History of Women. Dr. Cavalier is a recipient of the college’s 5-Star Teaching Award, Vanguard Diversity College Award, NISOD Excellence in Teaching Award and National Endowment for the Humanities Fellowship at the Rutherford B. Hayes Presidential Center. She has served as the vice president for American Federation of Teachers Local 2067, faculty coordinator of the Labor & Management Studies Certificate program, and coordinator of the Tom Foerster Archives and Seminar Room at CCAC. She has served as a guest lecturer for a number of educational and community organizations including the United Steelworkers ICD Training Program; as a member of the Board of Directors of the Battle of Homestead Foundation, she is chairperson of the Archives and Preservation Committee.

	<p><u>“A Great Blessing to Women”</u> Tonics, Temperance, and the 19th-Century Patent Medicine Industry <i>presented by: Jacqueline M. Cavalier, EdD</i></p>
<p>* JOIN The Battle of Homestead Foundation for a free Women’s History Month Program on Advertising, Activism, and the Progressive Spirit *</p>	
<p>∞ Wednesday, Mar. 24, 2021 ~ 7:30 to 9:00 p.m ∞</p>	