



## **A 'Cup of Joe'**

The 19th century saw social engineering of society in progressive movements. One of those movements was the American Temperance Society (American Society of the Prohibition of Temperance), formed Feb. 13, 1826, in Boston, Mass. It was the first national movement to organize for social reform and had a million and a quarter members in 10 years. The objective was to control the consumption and distillery of alcoholic beverages because of the negative effects on individual health, personalities and family lives. The Temperance Society was followed by other organizations such as the Women's Christian Temperance Society and the Anti-Saloon League. The movement by 1915 had some 20 states that had passed laws making them "dry states." Many powerful political leaders had joined the movements.

One of these individuals was appointed by President Woodrow Wilson as the secretary of the Navy—Joseph Daniels. In 1913, the new secretary issued General Order #99, which banned alcohol on naval ships. To replace alcohol, coffeepots were provided in the mess halls for the sailors to drink. As time went on, the sailors began calling the cups of coffee "cups of Joseph." Today, that term has been shortened to a "cup of Joe," or "joe."

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