

**Expanding the Victory of Prohibition: Richmond P. Hobson's
Freelance Public Relations Crusade against Narcotics, 1923-1937**

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Inflaming public opinion about narcotics was the collective goal of a cottage industry of anti-narcotics organizers who emerged from the battlefields of the war on alcohol. The most famous was Richmond P. Hobson who used newspapers, radio, published propaganda, speaking tours and networking through civic organizations to agitate for reform. This conference paper draws on archival and newly accessible electronic sources to draw a picture of Hobson's anti-narcotics propagandizing and put it in historical context.