Alcohol

1) Lender and Martin: “Neorepublican.”
   -- America as model of virtue

2) Drugs & feared immigrants:
   • alcohol & Irish
   • opium & Chinese
   • marijuana & Mexicans

Can lead to affirmative negative identity formation: embrace what stigmatizes the group:

   * alcohol & Irish
   * blacks and “bad”
   * gays & “queer.”

3) Substory about alcohol & capitalism:
   • early capitalism moves women into domestic role
     o women in vanguard of temperance movement
   • need for thrift & discipline: build savings & disciplined workforce
     o alcohol consumption undermined both
   • E.P. Thompson ("Time, Work Discipline and Industrial Capitalism") & restructuring of time
- Coffee as preferred drug of bourgeoisie
  - then worries about industrial safety
    - drunk workers & machinery don’t mix
- major industrialists support Prohibition (1920)
  - Ford, Carnegie etc
- later capitalism (Ford et al now favored repeal):
  - jobs in alcohol production
  - tax revenue from alcohol sales
  - emphasis on consumption more than production

4) Protestant Temperance movement v Catholicism

5) Alcohol & emergence of new social identities:

- German beer drinkers
- Irish whisky drinkers
- Teetotalers
- Washingtonians & AA members
- MADD