

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
 - women in vanguard of temperance movement
- need for thrift & discipline: build savings & disciplined workforce
 - 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