



Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture)

Lori Rotskoff

Download now

[Click here](#) if your download doesn't start automatically

Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture)

Lori Rotskoff

Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) Lori Rotskoff

In this fascinating history of alcohol in postwar American culture, Lori Rotskoff draws on short stories, advertisements, medical writings, and Hollywood films to investigate how gender norms and ideologies of marriage intersected with scientific and popular ideas about drinking and alcoholism.

After the repeal of Prohibition in 1933, recreational drinking became increasingly accepted among white, suburban, middle-class men and women. But excessive or habitual drinking plagued many families. How did people view the "problem drinkers" in their midst? How did husbands and wives learn to cope within an "alcoholic marriage"? And how was drinking linked to broader social concerns during the Great Depression, World War II, and the Cold War era?

By the 1950s, Rotskoff explains, mental health experts, movie producers, and members of self-help groups like Alcoholics Anonymous and Al-Anon helped bring about a shift in the public perception of alcoholism from "sin" to "sickness." Yet alcoholism was also viewed as a family problem that expressed gender-role failure for both women and men. On the silver screen (in movies such as *The Lost Weekend* and *The Best Years of Our Lives*) and on the printed page (in stories by such writers as John Cheever), in hospitals and at Twelve Step meetings, chronic drunkenness became one of the most pressing public health issues of the day.

Shedding new light on the history of gender, marriage, and family life from the 1920s through the 1960s, this innovative book also opens new perspectives on the history of leisure and class affiliation, attitudes toward consumerism and addiction, and the development of a therapeutic culture.

 [Download Love on the Rocks: Men, Women, and Alcohol in Post ...pdf](#)

 [Read Online Love on the Rocks: Men, Women, and Alcohol in Po ...pdf](#)

Download and Read Free Online Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) Lori Rotskoff

From reader reviews:

Brandon Li:

In this 21st millennium, people become competitive in most way. By being competitive now, people have do something to make these people survives, being in the middle of typically the crowded place and notice by simply surrounding. One thing that occasionally many people have underestimated the idea for a while is reading. Yes, by reading a publication your ability to survive increase then having chance to stand than other is high. To suit your needs who want to start reading any book, we give you this Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) book as beginner and daily reading book. Why, because this book is usually more than just a book.

Nancy Rush:

Now a day people who Living in the era just where everything reachable by talk with the internet and the resources within it can be true or not involve people to be aware of each details they get. How many people to be smart in getting any information nowadays? Of course the answer then is reading a book. Reading through a book can help men and women out of this uncertainty Information especially this Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) book because book offers you rich info and knowledge. Of course the info in this book hundred pct guarantees there is no doubt in it you may already know.

John Silverstein:

Hey guys, do you wishes to finds a new book to see? May be the book with the subject Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) suitable to you? The book was written by renowned writer in this era. The particular book untitled Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture)is the one of several books this everyone read now. That book was inspired a lot of people in the world. When you read this reserve you will enter the new dimension that you ever know just before. The author explained their strategy in the simple way, and so all of people can easily to be aware of the core of this book. This book will give you a large amount of information about this world now. So you can see the represented of the world with this book.

Jason Rickman:

It is possible to spend your free time you just read this book this book. This Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) is simple to bring you can read it in the park, in the beach, train in addition to soon. If you did not get much space to bring often the printed book, you can buy often the e-book. It is make you simpler to read it. You can save typically the book in your smart phone. Therefore there are a lot of benefits that you will get when you buy this book.

Download and Read Online Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) Lori Rotskoff #VR61TYXG79N

Read Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) by Lori Rotskoff for online ebook

Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) by Lori Rotskoff Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) by Lori Rotskoff books to read online.

Online Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) by Lori Rotskoff ebook PDF download

Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) by Lori Rotskoff Doc

Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) by Lori Rotskoff Mobipocket

Love on the Rocks: Men, Women, and Alcohol in Post-World War II America (Gender and American Culture) by Lori Rotskoff EPub