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f they had had advanced medical research and clever marketing back in 1917 perhaps somebody might have convinced Americans of the health benefits of moderate alcohol intake, something you find very often in a variety of magazines and on wine websites nowadays. But some people just can't have enough of the good things in life and that was part of a problem.

Perhaps it was the neo-cons of the day, the religious fanatics and the boring moralists or a coalition of all of them that had too much power and followed the principle that pleasure, whatever the amount of it, is bad for you and for society as a whole. But their declared motive was another, and reading the papers of the time we understand them: they thought that by banning alcohol crime rates and social misbehaviour would decrease, and with it the growing prison population and its tax-related burden; the economy would improve with less alcohol-related accidents and the quality of health and life would by much higher.

But prohibition was not an easy measure to implement and enforce. When the manufacturing, importation, exportation, transportation, sales and thus consumption of alcohol were banned in 1920, nobody thought that crime rates and corruption would go sky high and consumption would actually increase over the years. The liquor business fell into the hands of organized mafias and soon became a terrible headache for law enforcement agencies. Chicago, the fiefdom of Al Capone and the unofficial capital of organized gangs associated with the illegal trade in alcohol, had more than 400 murders a year related to illegal alcohol manufacturing, trade and consumption.

Shortly before Christmas of 1917, the Nashville Tennessean, a newspaper from a famous alcohol producing area, reported that even the last minute attempt to try to exempt light wine and beer from the rigorous prohibition did not succeed.

The constitutional amendment was there to stay for 13 years. It was, historians now agree, a miserable failure.