When Prohibition went into effect, who was toasting it and who needed a drink? Affluent Americans also continued to drink. Famed Chicago mob boss Al Capone was reported to have said, "When I sell liquor, it is bootlegging. . . . When my patrons serve it on a silver tray on Lake Shore Drive, it is hospitality." The cocktail hour was born as Americans, responding to Prohibition, increasingly began drinking at home. Affluent customers could afford the three-dollar physician visit to get a prescription for legally purchasing their whiskey. In general, however, alcohol producers and retailers took a financial loss during Prohibition. Throughout the 1920s, doctors could use their medical liquor prescription pads to write 100 authorizations for booze a month. Prohibition was mostly spurred on by the organized crusades against social evil launched by the temperance movement. They targeted drinking establishments, which they viewed as the source of societal ills and misery.

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