

ANTI-ALCOHOL CAMPAIGN IN GORKY REGION IN PERESTROIKA TIME

The article is devoted to the history of the anti-alcohol campaign in the Gorky region in 1985–1988. The main directions of activity of authorities within the campaign are revealed. The positive sides in the activities of the party and Soviet bodies of the Gorky region in the anti-alcohol campaign are indicated. The achievements and failures in the implementation of these activities in the region are identified. The conclusion is made about the possibility of a successful fight against alcoholism in the USSR during a long and systematic campaign.

Keywords: perestroika, Gorky region, anti-alcohol campaign, non-alcoholic wedding, cheap wines, non-alcoholic bars, wine and vodka products, failure.

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