

Technology as Freedom: The New Deal and the Electrical Modernization of the American Home

Ronald C. Tobey



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Before 1930, the domestic market for electrical appliances was segmented, but New Deal policies and programs created a true mass market, reshaping the electrical and housing markets and guiding them toward mandated social goals. The New Deal identified electrical refrigeration as a key technology to reform domestic labor, raise family health, and build family assets. New Deal incentives led to nearly fifty percent of Title I National Housing Act loans being used to buy electric refrigerators in the 1930s. New Deal policies ultimately created the mass commodity culture of home-owning families that typified the conservative 1950s.

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