

CONTENTS

List of illustrations	vii
Preface	ix
Introduction: Foundations	1
1. An Uncomfortable Convergence: Housing Reform and Industrial Influences	21
2. Crisis Management and the Rise of the Lustron Corporation	55
3. From Politics to Production	91
4. Adventures in Sales and Marketing	125
5. A Dream Denied	160
6. A Porcelain-Enameled Legacy	182
Notes	199
Index	233