## **Building Home**

HOWARD F. AHMANSON AND THE POLITICS
OF THE AMERICAN DREAM

Eric John Abrahamson



UNIVERSITY OF CALIFORNIA PRESS BERKELEY LOS ANGELES LONDON

## CONTENTS

## Acknowledgments vii

## Introduction 1

- 1 · Father as Mentor 11
- 2 · Among the Lotus Eaters 28
- 3 · Undertaker at a Plague 46
- 4 · The Common Experience 62
  - 5 · Building Home 76
    - 6 · Scaling Up 93
  - 7 · Home and the State 112
  - 8 · Political Economy 131
    - 9 · Big Business 146
- 10 · The Crest of a New Wave 153
  - 11 · Southland Patrician 162
    - 12 · Influence 181
  - 13 · Short of Domestic Bliss 197
- 14 · Breakdown of Consensus 208
- 15 · Crisis of the Managed Economy 223

16 · A New Way of Life 23617 · A Personal Epic 252Conclusion 266

Abbreviations Used in Notes 271 Notes 273 Index 345

Illustrations follow page 152