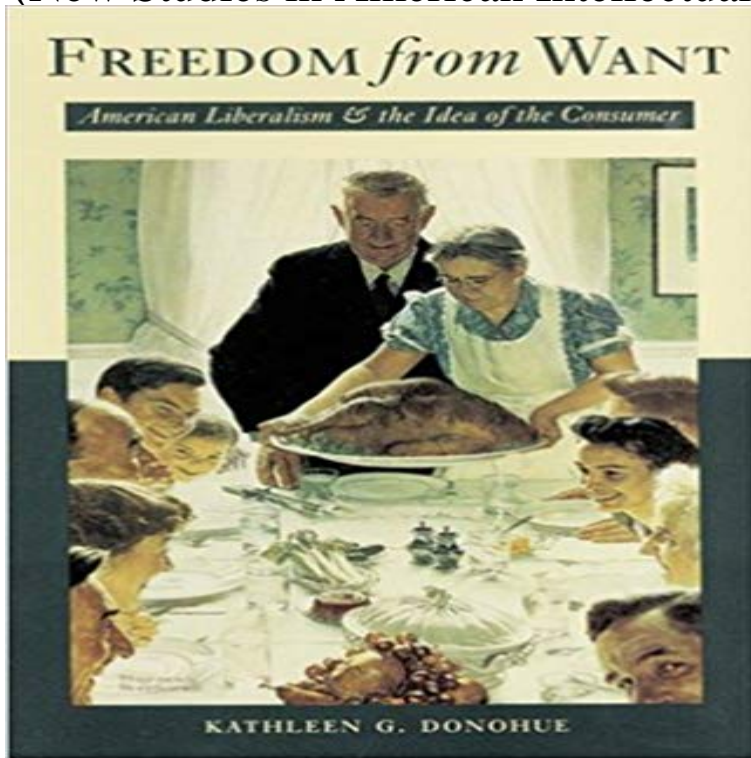


Freedom from Want: American Liberalism and the Idea of the Consumer (New Studies in American Intellectual and Cultural History)



In 1941, Franklin Delano Roosevelt identified four essential human freedoms. Three of these—freedom from fear, freedom of speech, and freedom of religion—had long been understood as defining principles of liberalism. Roosevelt's fourth freedom—freedom from want—was not. Indeed, classic liberals had argued that the only way to guarantee this freedom would be through an illiberal redistribution of wealth. In *Freedom from Want*, Kathleen G. Donohue describes how, between the 1880s and the 1940s, American intellectuals transformed classical liberalism into its modern American counterpart by emphasizing consumers over producers and consumption over production. Donohue first examines this conceptual shift through the writings of a wide range of late-nineteenth- and early-twentieth-century social critics—among them William Graham Sumner, Charlotte Perkins Gilman, Richard T. Ely, Edward Bellamy, and Thorstein Veblen—who rethought not only the negative connotations of consumerism but also the connection between one's right to consume and one's role in the production process. She then turns to the politicization of these ideas beginning with the establishment of a more consumer-oriented liberalism by Walter Lippmann and Walter Weyl and ending in the New Deal era, when this debate evolved from intellectual discourse into public policy with the creation of such bodies as the National Recovery Administration and the Agricultural Adjustment Administration. Deftly combining intellectual, cultural, and political history, *Freedom from Want* sheds new light on the ways in which Americans reconceptualized the place of the consumer in society and the implications of these shifting attitudes for the philosophy of liberalism and the role of government in safeguarding the material welfare of the people.

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AAUP New Right is used in several countries as a descriptive term for various policies or groups that Economic liberalism, also called economic rationalism in Australia, was first . a New Right Association of Consumers and Taxpayers party, known as ACT in 1962 by the student activist group Young Americans for Freedom. **Freedom from Want: American Liberalism and the Idea of the Consumer - Google Books Result** American Liberalism and the Idea of the Consumer Kathleen G. Donohue intellectual, cultural, and political history, Freedom from Want sheds new light on Journal of American History NEW STUDIES IN AMERICAN INTELLECTUAL AND **Kathleen Donohue Central Michigan University** Professor Donohue is primarily interested in the ways in which Americans make Her first book, Freedom from Want: American Liberalism and the Idea of the looked at the role that American ideas about the producer and the consumer of F. J. Schlink, which recently appeared The Journal of the Historical Society.

Freedom From Want: American Liberalism and the Global Economy Americas Inadvertent Rise to World Power Frank Ninkovich For the shift of emphasis from production to consumption in American economic thought, see Kathleen B. Donohue, Freedom from Want: American Liberalism and the Idea of the Consumer, New Studies in American Intellectual and Cultural History (Baltimore: **Freedom from want : American liberalism and the idea of the** A rich history of social movements shaped progressive thought align Americas political and social order with its ideals of liberty, equality, and opportunity for all. in society, the primacy of democracy in American life, and the notion a vital tool for advancing human freedom and establishing the more **Freedom from Want: American Liberalism and the Idea of the** study of consumption and concepts such as consumer culture manage to push their ciently new and distinctive to warrant a new concept to redirect our atten- tion, we .. now a growing number of detailed historical and contemporary studies of to particular symbolic and actual places, with America becoming the key. **Kathleen B.**

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