Fridges (and Other Musings)


By An Old Soul

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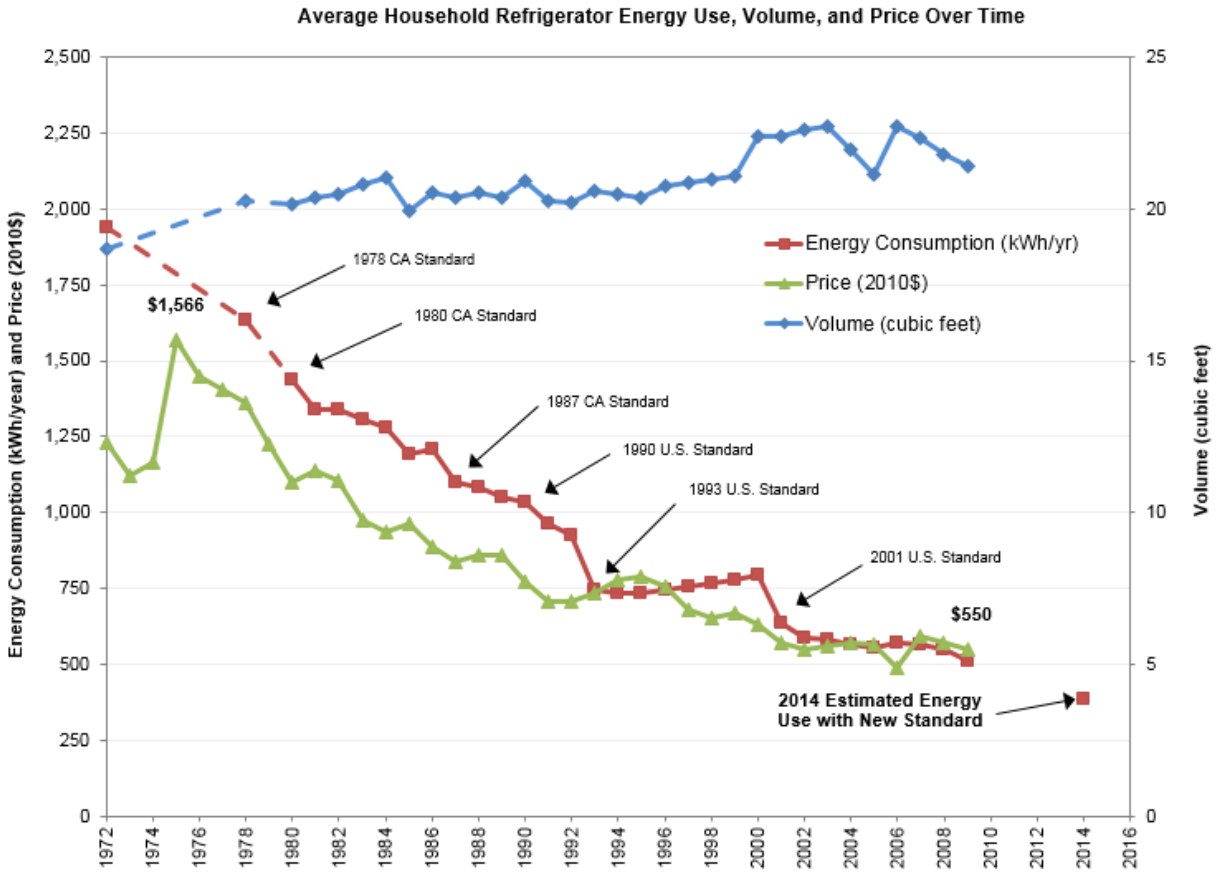
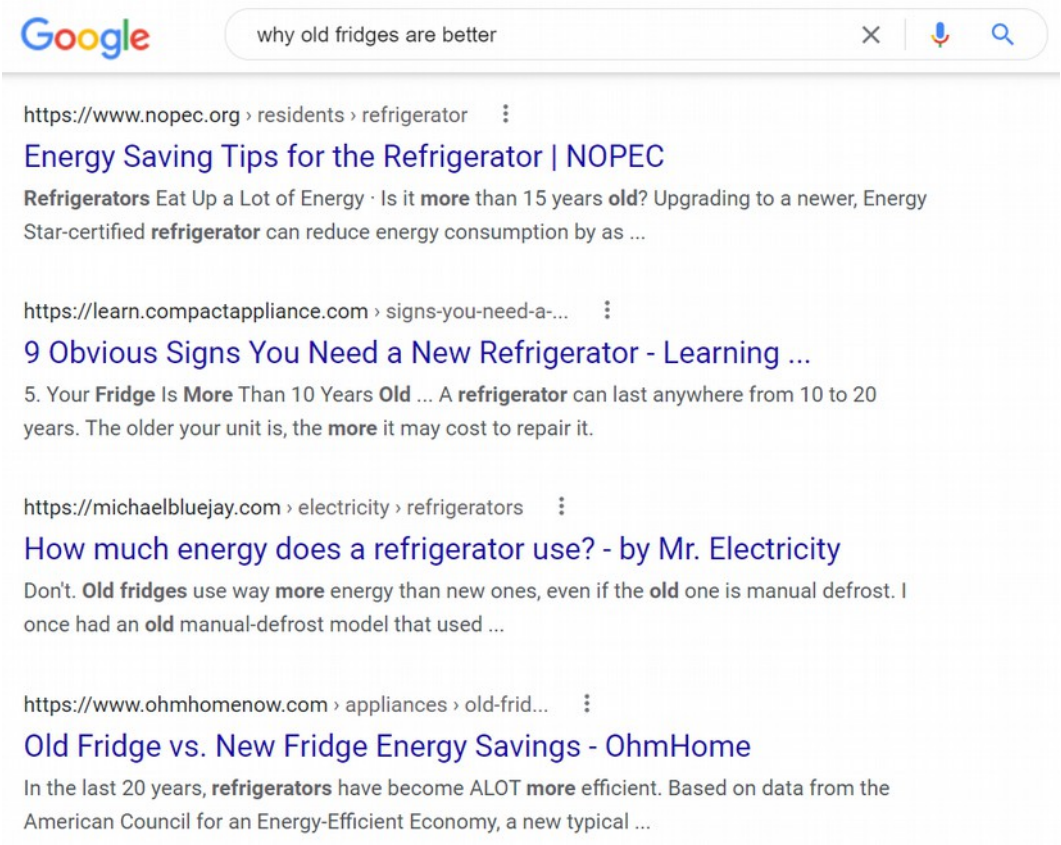
My wife and I have been living with my in-laws for five years while we save up money to build a house. When we sold our old house, we threw all the appliances into the deal, so we're now in the market for new ones. As it happens, my wife's grandmother passed away last year and the family is finally selling her house and going through her belongings, two of which are refrigerators. One is a new, large, stainless steel LG fridge. The other, as you see above, is a circa-1979 Hotpoint that's small, yellow, a bit dingy, and has no fancy bells or whistles, but still works perfectly. You can imagine our dilemma. My wife gravitated toward the new fridge simply on account of its size; we'll be living out in the country, and she won't want to shop for groceries more often.

But something drew us to that old fridge. Yes, it was "ugly" by today's standards – but today's standards don't count for much. With the right perspective, it was actually more pleasing to the eye than the big new hunks of steel. You can always repaint an old fridge, too. The only other concern I had was electricity use. I had always been told that newer models were much more energy-efficient, and therefore better for the environment and your wallet. It's hard to argue with this graph, which is pasted all over the internet:



But it felt like something was missing in this analysis. Can you figure out what? I'll let you think it over for a minute…

In the meantime, I'll tell you what I did next. I googled "Why old fridges are better" and scoured the results. But instead of getting any content trying to persuade me why old fridges are better, I got the *exact opposite*. And not just in the first few results, but for pages and pages. In the first eight pages of results, I found one measly article that even started to answer my question. I could have scrolled through more pages, but I was too frustrated by that point to go on. Google, with the most sophisticated search algorithms known to man, could not seem to understand my very simply query. Of course, it *did* understand, but Google does not exist to retrieve relevant information; it exists to retrieve relevant **propaganda**.



You see what I mean. Every article is a shameless plug to replace your old fridge with a new, more "efficient" one. This is a prime example of Google's bias. Remember, I wasn't asking if I should replace my old fridge, I was asking why old fridges are better. But Google's results are trying to persuade me that they aren't – it is presuming that my question is a bad one, and it is answering the question it wants me to be asking instead, which is "why are old fridges *worse*?"

By now you might have figured out what's missing in the efficiency analysis. They don't factor how long new fridges last compared to old ones. Nor do they factor how often components break down and the typical cost to repair/replace them. According to the internet, new fridges only last an average of 13 years, and even that number seems high. The newest fridges probably only last about 10 years. That's how long most fridge warranties are now, which is usually a good indication of when it will die. The electronic components to make "smart" fridges have become so specialized that they are obsolete within a few years. In most cases they can't be repaired, they can only be replaced, and replacing takes more money and time. The electronics in my in-laws' two-year-old dishwasher broke, and it took six months to get the new part from China. So your new appliance becomes a useless money pit the moment it requires its first major repair. Since appliance lifecycles are getting progressively shorter, that means more and more appliances per capita are ending up in landfills, where their toxic materials leach into the environment for years and years.

Think about it. They are claiming you should upgrade to a new fridge because they are better for the environment, but this very mentality is what has driven refrigerator production sky-high over the past 30 years. As more and more consumers want newer and "better" fridges, more and more fridges must be made. So what's really better for the environment – a billion old fridges, or a *hundred billion* new ones?

(In reality, the supply/demand equation is completely upside-down. They don't make more and more of everything to keep up with demand. They create demand through a constant barrage of marketing propaganda and social conditioning in order to dump their chronic overproduction on us. But the point still stands: if you stop buying their baubles, they will have to find another way to fleece you.)

So let's revisit that graph and see what's wrong with it. Adjusting for inflation, the cost of a fridge decreased from $1,566 to $550 between 1975 and 2010. That's a 65% decrease in 35 years, which looks impressive. But let's suppose, conservatively, that the average lifespan of a 1975 fridge was 30 years. (As I said, my wife's grandmother's fridge is still working great in 2022, so it's ~43 years old and counting.) Let's also suppose that the newest fridges have a 10-year lifespan. The math becomes very simple: you're either paying for three $550 fridges or one $1,566 fridge in about the same time period. In other words, it's a wash. So the true cost of a fridge over time has not improved at all. If anything, it has trended up, since, as I said, repair costs are higher for the new "smart" fridges.

That $1,566 may not even be accurate. See this *Guardian* article where Sheila Luker recounts buying a Hoover fridge in 1973 for £32.50 plus £1 for delivery. In today's money that's £400 or about $500. Even more affordable than the average fridge today. Where are the analysts who created that graph getting the $1,566? It's starting to look like a fudge to me.

For the sake of argument, let's assume the graph is correct. At least efficiency has improved significantly over that same period, so you're getting better performance for your buck, right? Per the graph, energy use went from about 2,000 kW/year to 500 kW/year over the period, a 75% decrease. That should mean fridges made today consume 1/4 of the electricity of a 1975 model. But see this article where the author is surprised to find that **her 1950s fridge didn't use any more energy than her new one.** This is one of many examples I found on the internet recounting similar experiences. It's true that her 1950s fridge is smaller than the new behemoths, but in order for the math to make sense, the fridge would have to be 75% smaller. There's a picture of the fridge, and it looks to be, at most, 30% smaller. You can also consult the graph above, which shows the average fridge size has only gone from about 18 cubic feet in the 1970s to 21 cubic feet in 2010, a 17% increase. Nowhere near the 4x increase needed to explain why that 1950s fridge didn't suck up any more electricity. So either the analysts are presenting the data in a very misleading way, or they're just pulling numbers out of their asses. Either way, you can bet they are in the pay of the appliance industry, same as Google. All information that is now presented to the public is done for the sole purpose of selling you the corporatocracy's cheap, ugly, mass-produced wares.

This has been the Achilles' heel of the factory system from the start: production lines are only efficient if they are constantly running. As long as they hadn't reached market saturation, all was smooth sailing. But now the market is saturated, so what do you do? You have to plan obsolescence sooner and sooner, while also ramping up marketing (propaganda) by 1000% to try to convince people to replace their junk faster and faster. Eventually you have to convince people not to buy anything, but just to lease it so you aren't "tied down" by your belongings and can get your hands on the latest and greatest as soon as it hits the market. They've already done this with cars and phones, and I wouldn't be surprised if fridges are next.

But what I've just shown you is that the claim that fridges have gotten simultaneously cheaper and more efficient is dubious in the extreme.

As for being more eco-friendly, that's even more dubious. We're told new fridges use less toxic materials than older ones. The old models used chlorofluorocarbons (CFCs) as their refrigerant, while newer ones use hydrofluorocarbons (HFCs). It is claimed that, while HFCs do not deplete ozone like CFCs do, they still trap heat and thus contribute to global warming. But since we know the ozone hole and climate change is all a massive scam to defraud the public of billions (probably now trillions), we know not to bark up that tree. What we should be looking at is impact to human and soil health. The decoy becomes apparent when you look into hydrofluoroolefins (HFOs), the alternative now being heavily promoted by the global directors, which "neither damage the ozone layer nor contribute to climate warming". Huzzah, you say! But wait – what about its impact to human health?

> For HFOs, there is a lack of available literature on human health hazards from exposure. Broad range searches in PubMed resulted in no relevant studies, with Google Scholar also employed for identifying relevant studies.

In other words, it hasn't been studied. That's from a 2017 study by the Norwegian Environment Agency. And when a study was requested, it was curiously shot down by the European Chemicals Agency (ECHA):

> The decision to ask the applications to conduct a 90-day repeated acute toxicity study in the rabbit by inhalation was **annulled** by the Board of Appeal (ECHA, 2013)… Based on the substance evaluation on HFO-1234yf by Baua (Germany), more information on the **mutagenicity of the substance** has been requested (European Commission, 2015).

The ECHA is the branch of the European Union that guides and enforces its chemicals legislation, so studying health effects of HFOs is precisely what they should be demanding, not annulling. They have clearly been bought off by whatever multinational corporations and banks are heavily invested in HFOs. But it appears there was at least one study conducted in Germany that raised alarms of HFOs' mutagenic effects – that is, their ability to cause genetic mutations such as cancer. As it turns out, there is a cold war going on around this very issue, though it's barely being reported:

> It is known that the degradation of HFOs and HFCs can produce trifluoroacetic acid (TFA) which environmentalists maintain is persistent and has the potential to harm the environment, marine life and humans… The refrigerant manufacturers insist that while the degradation of HFOs and HFCs can produce TFA, they claim it is a naturally occurring substance that is found in seawater and soil and is non-bioaccumulative.

Of course they would insist on that. You have to laugh. Or cry. The point is, despite exactly zero long-term studies on HFO impacts to human and soil health, developed nations have already committed to reducing HFC emissions by 85% by 2040 based on the assumption that they will be replaced with these HFOs. This is the insane world we live in.

But that's all the tip of the iceberg. A peak under the lid of the appliance industry gets us into the bigger problem with our modern world, which is not inefficient fridges or rising manufacturing costs or even environmental pollution. If one of those things were the main problem, or if they were all serious but disconnected problems, they could be dealt with over time. That's how these problems are sold to us today, i.e., we need a "technological" solution to deal with inefficiency, or an "economic" solution to deal with cost factors, or an "environmental" solution to deal with toxic waste. But in every case, the solution only masks the problem while creating a dozen new and worse ones. The so-called solution is always produced by the same actors who created the problem, and who thus profit from it. Their profits increase as the world's problems increase. To echo Miles here: **the whole world is now one massive racket.**

As one example among thousands, let's pick on General Electric, since they bought out the Hotpoint brand that started this paper. GE was once one of the largest appliance makers in the world, and if you asked the average person what GE made, that's what they would say. An informed person might know they're also involved in some type of energy production, and possibly that Thomas Edison was involved in its founding. What 99% of people won't know about GE is…everything else. For example, GE founded and owned the Radio Corporation of America (RCA), through which it spawned NBC and RKO. Wikipedia tells us GE "sponsored Ronald Regan's TV career and launched him on the lecture circuit." Did you know corporations picked your Hollywood stars for you? Did you know they picked your politicians, too? (You probably did know that.) During WWII, GE became a premier defense contractor, quickly turning into one of the world's largest engine manufacturers. So the owners behind GE had majority control of mass media, Hollywood, and the war effort, in addition to the burgeoning market for powered household products. In the 1960s they became one of the largest computer companies. They have, at one point or another, held dominant market positions in oil & gas, railways, aerospace, wind energy (they quietly acquired all of Enron's assets after that scandal), healthcare, digital technology, plastics, insurance, and banking. That's right – up until 2015, GE was primarily a financial institution, holding major interests in Turkey-based Garanti Bank, Mexico-based Santander, Poland-based Bank BPH, CitiGroup, and MetLife, in addition to its own banking arm, GE Capital.

It divested most of this business in 2015, selling it to Blackstone and others, in order "to shed its status as a 'systematically important financial institution.'" In other words, to keep us plebians from crying foul over such pervasive industry influence. It had already happened once before with the Phoebus cartel, an international monopoly on incandescent light bulbs that GE formed with a few other companies to fix light bulb prices and lower their useful life from 2,500 to 1,000 hours. If you've bought some of the newer LED light bulbs, you'll know that the cartel continues to this day, despite claims that it ended after WWII. A new light bulb lasts less than a year whereas the old incandescent bulbs could last for over a decade, not to mention being much less harmful to your biorhythms. Scandinavians in the 1930s formed a consumer cooperative and, ignoring numerous threats from GE's cartel, successfully sold bulbs "at a considerably lower price". Imagine how much less expensive everything today would be if consumer coops ran industries instead of the cartels.

GE was at its peak of power in the Jack Welch era, circa 2000, but it knew it couldn't grow bigger without inciting public ire. Since then it has been a slow, planned winddown, so that historians can now look back at the "golden age" of GE and draw the conclusion that all empires have their downfall, that no one stays at the top for very long. In a way, GE's home appliance business has always been a cover of this sort, easing your suspicions about the company because, after all, they just make microwaves and toasters, right? You'll recognize this spin if you've ever watched *30 Rock*. Alec Baldwin's character is an NBC executive who is irrationally obsessed with the company's microwave division, which is depicted as a little room in the corner of NBC Studios where a few men in lab coats are perpetually testing the latest microwave technology. In a later episode, GE starts a sofa manufacturing division. The surface gag is that GE has its irons in too many fires and can't do anything very well, but the subliminal message is that GE and these other megalithic corporations are nothing to worry about. Sure, they control everything you buy, watch, talk about, and get taxed for, but they're just trying to serve you, the consumer, and your insatiable appetite. *They're* not to blame, *you* are. It's you who is the despot, not them.

(By the way, you may know Baldwin's character is also obsessed with Ronald Reagan. We now know why they threw in that running joke, since Reagan was basically a GE creation.)

Did you know GE's founding was bankrolled by J.P. Morgan and the Vanderbilts? Yes, you say, but so was everything else in that era. To which I say, yes, and that's the problem, isn't it? The consolidation of industry since then has only increased. You need only look at the East India Company or its modern-day incarnation as the "public" shareholder structure to understand that all major companies, all banks, all universities and research centers, all nations, and all political institutions are a single entity: the One World Corporation. This is being hidden from you in plain sight.

But I'm not here to make you feel hopeless. I'd like to offer you some encouragement, since you're not the only one trying to fight the modern world. And it starts by making small decisions, like me and my wife choosing the old fridge over the new one. Even

choosing the newer one would have been better than buying something brand new. But there are even better options, like not having a fridge at all. We're obviously not there yet, but it can be done. Fresh fruits, vegetables, herbs, eggs, and even dairy products don't have to be refrigerated. Buy a CSA share from a local farm so you can at least get some staples weekly through the summer and store those items in your pantry. You can even build your own root cellar on the cheap – look it up. Even better than CSAs, start a garden and get your own chickens and a small Jersey cow. No, you don't have to get up before dawn to milk it; its production will adapt to your schedule. Instead of a lawn mower, buy a goat to keep your grass mown and your invasive weeds down. Hire a permaculturist to landscape your house with native edibles and medicinal herbs. You may not have all these options if you live in a city or an HOA. That's okay, just do the next best thing you can think of. Find folks in your town who are on a similar journey and partner up to get some economies of scale. There are many more of us wanting to extricate our lives from the One World Corporation than we think, so let's start talking to each other.

As a tack-on, I did some research on Kate Upton. You may know she is the great-grand-niece of the founder of Whirlpool, Louis Cassius Upton. So we know how she got her start in modeling. What they don't tell you is how Louis got his start. His early life is the usual bag of contradictions. His father was a lawyer and owner of a publishing business, hardly blue collar jobs. Yet when his father died, 17-year-old Louis had to start selling insurance door-to-door to help support the family while finishing up high school. I guess his father was one of those poor lawyers and publishing moguls. Door-to-door salesman is a favorite fake job of the script writers, right up there with baker.

Despite barely scraping two pennies together, Louis graduated from Lake Forest Academy, one of the most selective spook boarding schools in the U.S., whose alumni include a CEO of Mobil Oil, a president of MGM, a Secretary of Defense, an heir of the billionaire Cargill family, and a cofounder of the Weather Underground (Bill Ayers). Maybe these were the clientele of his door-to-door sales business. Actually, we're

supposed to believe he knocked on the door of W.S. Klein (Jewish), the secretary-treasurer of the Commonwealth Edison company.

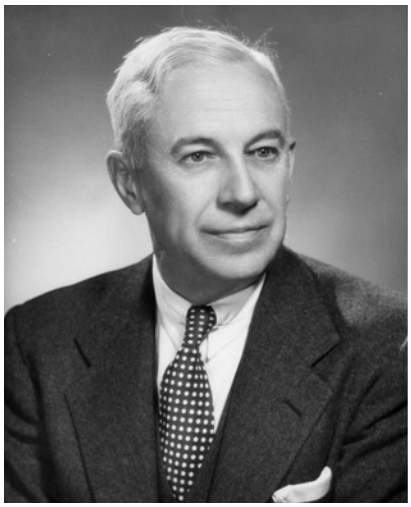
> Although Klein did not buy insurance, he was impressed by Upton and offered him a job, which Upton accepted. At Edison, Upton was introduced to the fast-developing field of electricity, and he became obsessed with the idea of making an electric washing machine.

All this despite Upton having no college degree, and certainly no experience in electrical work. But if you knock on the right door, all the other doors magically open for you, you know. That has certainly been your and my experience in life, hasn't it?

Upton founded Whirlpool on November 11, 1911. That's 11/11/11, a fitting numerology marker for a Phoenician navy man like Upton. We known he's top Phoenician because we have Kate's ancestry back to Edward I. In that line alone, going back chronologically, we also get Beckley, Blodgett, Hamilton, Randall, Veasey/Vesey, Fifield, Leavitt, Dudley, Yorke, Thorne, Leighton, Saunders, Grey, Bramshot, de Sutton, de Berkeley, Blount, Stafford, de Audley, and de Clare. That's most of the top peerage families, or close relations thereof. The Viscounts Vesey are closely related to the Hamilton peers, indicating these are the same families we're looking at in Kate's lineage. The Veseys are also closely related to the Herberts, Pelham-Clintons, Grosvenors, Leveson-Gowers, and Nevilles. The Fifields are in the peerage through the Munro baronets, who come from the Gordons and Hamiltons – creating a tight web. The Leightons link us to the Manners, Cecils, Warrens, Baldwins, Parkers, and Stanleys. The Bramshots link us to the Pelhams, creating another tight web with the Veseys. Kate's de Sutton ancestors link her to the Despencers (Spencers), and the Blounts take her to the Beauchamps, Courtenays, and Despencers again, as well as Toledos of the Spanish peerage, indicating Sephardic ancestry.

We learn through Famous Kin that Kate is a 4th cousin 4 times removed of J.P. Morgan. With her Baldwin ancestors, that now links her to two famous people who already came up in this paper. Famous Kin also gives us links to Stanleys, Spencers, and Churchills, all of whom are her direct ancestors. This explains why Kate has been tapped to push the Men-are-Pigs project with her accusations of sexual harassment against Guess Jeans CEO Paul Marciano. Her story wreaks of a cheap Langley script, with Marciano grabbing her breasts and thighs and forcibly kissing her in front of photographer Yu Tsai, who despite being on Kate's side basically does nothing to help her. She could have easily won a suit against him since she had a witness, but instead she goes public with the story *without* suing him. How does that make any sense? They use the shock value of these stories to switch off your reasoning skills. Meanwhile Yu Tsai continues to work for this alleged creep, not bothered enough to cut him off as a client. And Kate continues to work for him, too, though she "worked out a plan" with Tsai so that she and Marciano would never be alone together. Because Tsai being there proved to be such a great deterrent to his advances – or not. This was after she won fame from her *Sports Illustrated* shoot, so she could afford to be picky about her work. Her next Guess photographer was Ellen von Unwerth, one of the world's top fashion photographers

despite being born an orphan in Frankfurt. The “von” in her name tells you she comes from an aristocratic family, so absolutely zero chance she was an orphan. It’s hard to believe they even try to sell that story. The von Unwerths of the peerage are related to von Silva-Tarouca, who come from Portugal and were close friends with the Habsburg Empress Maria Theresa. Marciano himself comes from a wealthy Jewish family of rabbis and clothiers from Marseilles, so you know he was in on the project, too. He was probably ready to retire and was told they’d sweeten his pension if he played along.

But Kate’s ancestry can likely be traced back further than Edward I or Charlemagne. Louis’s middle name (which was his father’s first name) is a clue in that direction, since Cassius is a very unusual name. He was probably named after his ancestor Cassius, the Roman senator and leader of the plot to assassinate Julius Caesar. We can assume that plot was fake, as was Cassius’s later suicide. Notice that schnoz on Cassius. Also notice the strong resemblance to Upton, even with thousands of years between them. Cassius was just a top CIA agent of his day, along with his brother-in-law Brutus, both pretending to fight the oligarchy from which they came. These same ancient aristocratic families are still the ones parasitizing the public today, through Whirlpool appliances and a thousand other needless products – they’re just hidden now through investment conglomerates.