



Speaker: The end of World War II brought about wealth and prosperity in the United States. The postwar baby boom brought on a surge population that defined the largest economic force in America. The postwar idealized American family owned their own home. They had a car, and a television set and a stay-at-home mom with two to three kids. Dad worked a job that was only five days a week and had Saturday and Sunday off to enjoy with the family.

Industry rallied to serve the typical American family. Swanson introduced frozen TV dinners, which gave moms some time off from cooking to enjoy some televised entertainment.

In 1955, McDonald's was founded and launched what we know today as the fast food industry. Detroit, Michigan became the automobile capital of the World, Motor City with automobile production jumping by three million cars between 1949 and 1950.

In 1950 a suburb north of Seattle, Washington opened up its very first shopping center. It was a collection of small shops centered around the department store *Bon Marche*. It was called the Northgate Shopping Center. Then, the first covered shopping mall opened up just outside of Minneapolis six years later.

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