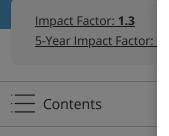
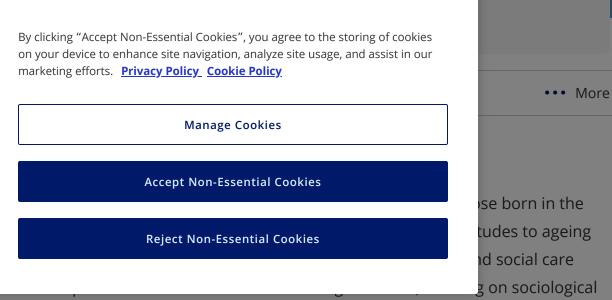
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Abstract

This paper examine period 1945-1954. E and retirement; or h services. The paper



studies, the mass media and cultural and social histories of the post-war period. The article provides a critical analysis of the construction of boomers as a 'problem generation', exploring this from the perspective of demography, consumption and politics. The paper concludes with a research agenda for further work around the boomer generation.



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