AMERICAN FAST FOOD AND
SOME ASPECTS OF AMERICAN LIFE

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ABSTRACT: This thesis is mainly intended to reveal the aspects of American fast food, its significance, and cultural values. The interdisciplinary approach of American Studies is applied. It involves history to know the chronological sequence of the emerging process of fast food in America. It also uses sociology and culture to observe the social and cultural meaning of the application of American fast food in America. An economic perspective is utilized to dig up the problem from a capitalistic point of view. All these have been used as integral result in a comprehensive analysis.

This study starts with a discussion of American fast food in general, the history of American fast food and its characteristics. All of these are related with the study to find American values on American fast food. The result of this research reveals that American fast food has significances in American society. It deals with the development in technologies and industries which changed the eating habit of society. This change is strengthened by the rise of fast food which symbolizes simplicity and practicality, freedom, women role, and pluralism in American life.

Key words: fast food, eating habit, American life, influence.

Introduction

Food has existed since the existence of human beings. As the main need in human life, food may also influence the way of life of human beings. Some scholars find that the availability of food in a social life shows the way of life and social condition of that society. As Arch Hobson states, the food we eat tells us so much about us (1985:176)

Thereby, it can be said that American food may tell about American society, too.

"Food is one of the best ways to understand a culture," states the journal editor Darra Goldstein of the Washington Post. From the early years of American history until now, American society possesses their own way in interacting with food that is created by the social condition. American society at different stages of history has a particular way of treating their sustenance depending on the social condition in each era of American history (2001: par. 2)

The American experience had built American values in facing their reality, for instance in treating their food. Their experience, especially concerned with mobility, has influenced their way of thinking, living, and choosing their sustenance. Their experiences have influenced the American mind in improving their food and then "creating" fast food.

Since its beginning in American social life, fast food has been recognized as food that is prepared quickly. It also reflects a deeper social meaning of a society. During this time, while fast food innovation is going on, Americans have acknowledged that it has become an inextricable part of the American culture. A fast food culture, a culture that reflects the change in choice of sustenance based on the social condition. In this case, sustenance is viewed as a very important thing in human life but it should not inhibit life. Time freed from cooking, ease in eating and other conditions emerge as reasons of why some people like something as quick and practical as fast food.

Fast food brings consequences of a changing of social meaning that is concerned with the social values in American society. Starting as a culinary case, fast food has turned into a social, economical, and cultural phenomenon.

It became more than just food in the kitchen that women were required to cook. It has already been produced consumptively as it was mass produced for the readily available consumer. When America was developed into industry and along with it, Americans were forced to
move toward a more simple mode of living, fast food became the favorable choice to meet the people's need.

In the fast food business, fast food has infiltrated every nook and cranny of American society. An industry that began with a handful of modest hot dog and hamburger stands, now has spread to every corner of the nation, selling a broad range of foods wherever paying customers may be found. Fast food is now served not only at restaurants and drive-thrus but also at stadiums, airports, college campuses and elementary schools, on cruise ships, trains and airplanes, at K-marts, Wal-Marts, gas stations and even hospital cafeterias (Schlosser, 1998: par. 5)

**Historical Background**

American fast food is very popular in the world. Historically America did not invent it, but it was the Americans who made it an economic success. Hamburgers, pizzas, french fries are examples of what the worldwide think of American food – fast food. Meanwhile hotdogs and apple pie can be found at ubiquitous fast food restaurants representing America's food and, in many ways, America's culture.

Markus Nowatzki in his History of American Food states:

Hamburgers, pizzas, french fries and all kind of other dishes are connected with a cuisine that is world think of the American food – fast food. Although fast food is not actually an American invention - already the ancient Romans had something like fast food and medieval German construction workers invented the "Würstelbude" - it was the Americans who made it an economic success. And only through all those well known fast food chains American cuisine in its fastest form has become famous all over . . . . But America’s food is not only fast food. Like a dry sponge America’s culture has sucked up all cuisines, spices, and tastes and created its own. (http://www.eatinginamerica.de/)

In the 1920s, the developments in technology and industry began to change the American life-style. These developments have influenced the way of life and way of thinking of the American society. The condition allows people to go everywhere further, more quickly and cheaply and prompted people to think of outdoor activities, not to mention other leisure activities. These conditions influenced the rise of fast food in America.

Tom and Sara Pendergast (2000:71) point out:

The development of an affordable automobile and the simultaneously governmental support of new road systems physically reinforced this cultural melding, enabling car owners, especially, to go to places they had never been before. This sparked a boom in the tourist industry; travelers who once went by rail or horse were now moving faster by car, and began to value things such as speed and convenience as part of their trips. Not only did they need affordable and reliable places to stay, but they also needed similarly reliable places to eat . . . .

The need for fast, reliable, affordable, and convenient food, along with an increasing acceptance among Americans of a more homogenous culture, led to the rise of the fast food industry, and in particular, of the hamburger's and french fries it served. Purveyors of fast food sprang up in both urban areas and along the nation’s highways.

Most of eating consumers were interstate travelers. Travelers who once went by train or horse were now moving faster by car. Thus, it influenced their behavior. They began to value speed and convenience as part of their trips, including meals.

Americans were familiar with food carts, cafeterias and also local diners and eateries. Food carts which were inexistence since the late 1800s, eventually evolved into more permanent “short order” joints and diners. Some cafeterias like Horn and Hardart in Philadelphia featured automat systems in the early 1900s. That system allowed people to extract foods such as pies, sandwiches, and entrees from vending machines for a penny or nickel. Food was becoming merely a fuel for the man working machines, like gasoline. Despite the fact local diners and diners offered good, wholesome homecooked meals, they were far
The rise of the fast food industry in the late 20th century was partly driven by the popularity of the hamburger. The hamburger, although more than 100 years old, has only recently become a staple of American cuisine. During the 1910s, the hamburger experienced a complete change in identity. In America, the hamburger became a part of the American diet, while in other parts of the world, it remained a European dish. The hamburger's popularity spread across the globe, with countries such as France and Japan adopting it into their diets. The hamburger's rise in popularity was fueled by the expansion of fast food chains, which offered a convenient and affordable meal choice. The rise of the fast food industry, in turn, led to the development of the fast food restaurant concept, which became widespread in America until the early 21st century. During the 1950s, the fast food industry saw significant growth, with the number of fast food outlets increasing rapidly. The rise of the fast food industry was also accompanied by the rise of the drive-in restaurant, which allowed customers to enjoy their food in the comfort of their own cars. This was particularly popular among families, who could enjoy a meal together without the need to leave their car. The rise of the fast food industry had a significant impact on the American diet, as it provided a convenient and affordable meal choice for people across the country. As a result, the fast food industry has continued to grow, with new chains opening all the time. The rise of the fast food industry has also led to the development of new menu items, such as the cheeseburger and the chicken sandwich, which have become popular additions to the fast food menu.
Meanwhile, Kentucky Fried Chicken took a different approach from the other fast food restaurants. Founded by “Colonel” Harland Sanders (1890-1980) in 1954, KFC offers stereotypical southern food: a bucket of fried chicken, mashed potatoes, coleslaw, biscuits and gravy. It is also known as the franchise that makes chicken “Finger Lick’in’ Good.” It consisted of over 300 outlets by 1963 (kfcindonesia.com: 2001).

Currently, kfcindonesia.com (2001: par. 5) informs that each week nearly 49 million customers come through KFC’s doors for Finger Lickin’ Good Chicken. The total amount of KFC chicken pieces consumed a year, is 4,6 billion pieces. KFC restaurants worldwide serve 2,3 billion meals a year. Laid head to claw, total KFC chicken consumed worldwide would stretch 245,265 miles. That would circle the Earth at the Equator 20 times or stretch from Earth approximately 20,265 miles past the moon.

There are other fast food franchises that bear mentioning. Dairy Queen, started in 1944 by partners Harry Axene and John McCullogh of Davenport, Iowa, sold hotdogs and ice cream, and had 2,500 outlets by 1948. Domino’s, with delivery-only pizza service, was founded by Tom Monaghan, who opened his first shop in 1960 and turned it into a franchise in 1967. By the end of 1986, Domino’s sold over 189 million pizzas, accruing sales of $2 billion. Hardee’s, largely an imitation of Burger King, began in Greenville, North Carolina in 1961, and its outlets numbered over 900 by 1975. Arby’s first appeared in 1964 in Boardman, Ohio, and was the brainchild of Forrest and Leroy Raffel, who tried to attract a more discriminating clientele by offering roast beef sandwiches using an old west décor and featuring more expensive menu items. Other names in this business include A & W, Big Boy, Blimpie, Burger Chef, Carroll’s, Church’s Chicken, House of Pizza, Howard Johnson’s, Jack in the Box, Kentucky Fried Chicken, Long John Silver’s, Pizza Hut, Ralley’s, Red Barn, Roy Roger’s, Royal Castle, Sandy’s, Shakey’s Pizza, Taco Bell, Taco Time, Taco Tito’s, Tastee Freez, Wendy’s, White Castle, White Tower, and many others (73).

Fast Food and Pop Culture

Discussing American fast food in this writing means discussing aspects of popular culture. Though basically fast food is made to satisfy hunger, its existence reflects some aspects of popular culture. Raymond Williams in Storey (1993:6) suggested that popularity can be defined as being well liked by many people, inferior kinds of work, work deliberately setting out to win favor with the people and as culture it actually made by the people for the people.

American fast food has been popular and consumed by many people. The large number of consumers indicates popularity which is also indicate to popular culture. Some aspects of popular culture in American fast food are large number consumers, using advertising, and money is the goal.

The effort to become popular can be seen through their way of advertising and creating an image of the specific fast food for the consumers. Fast food companies will get a large number of consumers if they advertise their products well. For instance McDonald’s spends more money on advertising and marketing than does any other company. Most fast food restaurants offer packaged children meals that contain prizes and have even introduced a site for children’s birthday parties. McDonald’s has Ronald McDonald, a clown who debuted in 1963. Ronald has friends in “McDonaldland”. They are Grimace, the Hamburglar, Mayor McCheese, Captain Cook, and the Professor. A survey of American school children conducted in 1973 found that ninety-six percent could identify Ronald McDonald. The children recognize Ronald second only to Santa Claus (Schlosser, 1998: par. 7).

For commercial achievement Kentucky Fried Chicken uses Colonel Sanders as the symbol and spokesperson in advertising. Burger King’s mascot is the Magic Burger King. McDonald’s established Ronald McDonald houses which provided lodging to parents whose children were getting treatment in nearby hospitals. Both Burger King and Wendy’s supported programs for needy children and so forth. One of the examples of the commercial achievement is Kentucky Fried Chicken.
Corporation claims to be the world’s second largest restaurant chain with more than 7,410 restaurants in the U.S. and 57 other countries. Kentucky Fried Chicken International currently claims to have franchises in two-thirds of the world and the company believes it has significant untapped potential (Feder, 1987: 17).

The other aspect of popular culture that can be seen through fast-food is pattern. The headquarters through their franchise system patterns the main products as their uniformity. The key to a successful franchise according to many texts on the subject, can be expressed in a single word: uniformity. Franchises and chain stores must reliably offer the same product or service at numerous locations. Customers are drawn to familiar brands by an instinct to avoid the unknown. A brand offers a feeling of reassurance when its products are always the same everywhere. “The organization cannot trust the individual; the individual must trust the organization,” declared Ray Kroc, one of the founders of McDonald’s (Schlosser, 1998: par. 9).

Fast food and Woman

When thinking about women in connection to fast food, the first issue that will arise is how fast food is prepared. Even hamburgers and french fries for instance, are well known, but it still requires skill to be able to cook them. Food and cooking are two matters that are unavoidably related to one another. When looking at cooking from a gender perspective, it is clear to that, cooking has long been defined as one of women’s major and most important tasks. It is commonly viewed that women have the significant and important task of food preparation.

Degler states that historically there are two items which have strongly influenced cooking through the ages. Those are geography and religion. In determining what foods grow best, climate and area influenced how food is best cooked for safe and palatable eating. In addition, spiritual values attributed to foods and religious food taboos have prescribed methods of slaughter, cleansing, preserving, and cooking. (1980:3). It is this religious factor that is commonly believed to influence the role’s separation of woman and man. Commonly, man is supposed to earn money to support his family while women stays at home, preparing food and taking care of domestic activities.

In any case, American families during the seventeenth and eighteenth centuries built their own homes, produced much of the cloth for their clothing, made shoes, also raised and processed most of their food, and did a host of other jobs. In this era, women supervised the cooking and cleaning, and assumed the major responsibility for spinning, weaving, and clothes production. Moreover, apart from these tasks, women were also responsible for some tasks related to agriculture such as the care of certain animals and the tending of gardens. It shows that these contributions were of such importance that a man engaged in farming without a wife was seriously impaired (Gordon, 1978: 72).

In the nineteenth century, with the growth of industry men increasingly worked in factories and offices. As a result, families were no longer self-sufficient. Instead, they relied on wages brought home by the husband and, in working-class families, the children. At the same time, women’s roles concentrated on mothering and household management.

Strong (1992: 47-48) states that: “Women were now expected to be responsible for shaping their children’s character and tending to the needs of their husbands. These changes, in fact, produced the “invention” of the male breadwinner and the female housewife. The emphasis on childrearing and housework as the proper duties of women continued unchanged until the 1940s. During World War II, however, a massive influx of married women poured into factories and stores to replace men who were fighting. This began a trend in which women increasingly entered the labor force. By being less economically dependent on men, women gained greater power in marriage.

In the twentieth century the development of technology and industry in American society has reformed the status of women in the task of cooking—the cooking belief. Society begins to rethink the family...
When discussing cooking in relation to fast food, it is important to note that working together still continues in American families, and there is a mother who cooks together on the kitchen. However, now the food is often prepared by the women and then served to the family. The need for something prepared in fast food, however, did not change in the significant way that cooking together in American families. Even if the fast food is often eaten together, it is not as important for women to cook together as it was in the past. A mother often cooks the food, and the family eats together. However, this still continues in American families. Women are still encouraged by their mothers to cook together, but the emphasis is now on fast food, and the family eats together. As a consequence, food, fast food, and influenced women's cooking is an important part of their role in the kitchen.
Values have a profound effect on individual. As a part of society the individual then influences the society as People (1995:23) puts it. “There is no society without individual.” The reasons why Americans eat fast food then reflect the values of what every American believes about something.

Meanwhile in society, values represent the qualities that a group of people believe are essential to maintaining their way of life. Fast food existence and its popularity in American society shows that fast food has already become a part of American life. Moreover, the emergence of fast food has influenced the previous eating culture.

Values influence people’s choices and behavior. Values can be the criteria of people’s selection in action and become a backdrop also for judgment, preference, and choice at times implicit and unreflects upon values nevertheless perform as if they constituted grounds for decisions in behavior (Sills, 1972:283).

Values make people prefer some things to others. People select one action over another based on the values that they believe. American fast food and its popularity in American life shows that there must be values which have influenced what American do in regards to fast food. Furthermore, the reflected values in fast food will be discussed below.

Simplicity and Practicality

As mentioned before, the tendencies of eating quickly and on-the-go became part of American society’s choice when deciding what to eat. Some researchers show that Americans care more about how they eat than what they eat. For some reason laborers, students, travelers, people on vacation, sport fans and so forth prefer something simple and practical, and the fast food industry is paying attention to this eating habit.

To fulfill customer need, fast food restaurants improved some services. Fast service is the main answer. In their service, certainly fast is the dominating style, fast food, fast service. A recent service improvement is home delivery. Home delivery service was believed to be
the next big growth area for the restaurant industry. Meanwhile delivery is beginning to be viewed as too labor intensive. Instead the drive-thru window and takeout in general are another choice.

Many applications in fast food value refer to simple and practical means. One of simple practicality can be seen in the experience of the early drive-in restaurant Royce Hailey’s Pig Stand, opened in Dallas Texas in 1921. Drive-ins, one fast food institution, celebrated the cultural importance of the automobile. The invention what was called “Car hops” allowed a car to become a dining room of sorts. “Car hops” were most common among to teenagers. After ordering their food they could eat it in the open air without having to unbble their seatbelts (72)

With the advent of drive-throughs, formal ritual among family members and close friends in the private dining began to become a thing of the past. Eating in public became more acceptable and in some places, especially in urban areas, people no longer ate as a group around the table. They preferred food that could be eaten quickly and on-the-go.

Food preparation in fast food restaurants has changed. The change has already evolved and thrives. By fast food they do not have to prepare some equipments of eating preparation. Even without spoon, a man can eat when he want to. A Chicago market researcher, Leo J. Shapiro, stated after a study of Americans eating habits in John Harris’ I don’t want good I want fast (1990:186) that “We used to eat when the food was ready. Now we eat when we are ready.”

The hamburger is perhaps the most simple and practical means of all fast food. It is easy to cook even by the unskilled. It is easy to bring anywhere, and it is cheap and practical because it required no utensils.

Phil Patton state in his Made in America (1992:263) that:

Meanwhile, the rise of the hamburger itself as an icon of the American diet corresponded to the drive for self-service. The hamburger – which began as the hamburger sandwich – aspired to be the universal American food. It was beef, the most favored of American foods. It was pre-ground, almost pre-digest (not unlike the “healthful” steak

of Dr. J. H. Salisbury). It was portable and required no utensils. And it could be customized with the addition of various toppings and garnishes. It was easy to cook, even by the unskilled.

The trend of simplicity and practicality in consuming fast food has raised the question about its health, the malnutrion. Malnutrition in the United States is a particular problem in low socio-economic areas. The problem is due to both the lack of money to buy food and, more importantly, to the lack of education as to how to choose a proper diet with the money available. But, malnutrition is not just confined to poor people. The rapid pace of today’s society has virtually eliminated breakfast from many people’s diets. The proliferation of snack foods can detract from eating a balanced diet even when money is available. Aged people find it hard to get around so they just don’t often shop for food. They also may not be able to eat the same things as they did when they were younger. In America deficiency diseases can still be found in some population groups in this country. As much as 30 percent of the population is overweight of obese (Labuza, 1977:157). American fast food restaurant has been pointed as one of this caused.

This fast food phenomenon it had been classified by some people as “junk food” phenomenon. Larsen (2001: par. 1-2) defined that junk food is a slang word for foods with limited nutritional value. Every person has their own list of foods that they call junk foods. I would include foods that are high in salt, sugar, fat or calories and low nutrient content. She continued that Salted snack foods, candy, gum, most sweet desserts, fried fast food and carbonated beverages are some of the major junk foods. Generally, they offer little in terms of protein, vitamins or minerals and lots of calories from sugar or fat. The term 'empty calories' reflects the lack of nutrients.

Paradoxically, even though Americans know that much of fast food is in fact junk food they continue to consume this food in vast quantities. William Muller in his Are Americans Eating Better? states that consumers say they are worried about health, salt, and cholesterol.
but when it comes down to it, factors such as easy preparation, taste, package size, and appeal to children dominate their buying behavior. When it comes to eating, they often say one thing but do another (1989:30).

When choosing what to eat, Americans are also still relatively inflexible. For instance, Pizza is viewed as a leisurely sit-down food. It is also viewed as suitable for dinner because of price and time commitment. Fried chicken is still viewed as too messy to eat in a sit-down restaurant, and it's too expensive to eat for lunch. Primarily for lunch Americans choose hamburgers, because its fast, inexpensive, and can be eaten anywhere.

Americans interest in eating a prepared food has impacted the role of the kitchen in the home. One popular story tells about this impact. The story is when a wealthy Manhattan woman was renovating her luxurious apartment at 79 St. and Third Ave. Looking over the blueprints with her one day, the architect asked her. “Where would you like the kitchen?” Without missing a beat, she responded: “At 64th St and Fifth.” (Elizabeth Bernstein, 2000:20)

This anecdote illustrates much about American life as they enter a new phase of society – one of simple and practical value. People work so hard, that they do not want to take on another burden. They are desperate to create oases out of their homes, sparing no expense in the process. As world has become such a busy place, most Americans don’t want additional work when they get home. For some people, cooking is still seen as work, and people are too tired to make dinner. In this condition the need for fast food from restaurant, which has become a central part of American life, becomes almost inevitable.

Pluralism

Seen from historical background, most of American fast food came from outside out US. For a more detailed discussion, the origin of hamburger can serve as one examples of how plural American is. Its origins clouded in history and controversy. The name of hamburger is linked to the seaport town of Hamburg, Germany. German immigrants who traveled from the seaport city brought a dish called Hamburger which they had adopted while trading in the Baltic province of Russia. This dish was one way beef eaten in the US during the nineteenth century. It was a chopped piece of beef that was eaten raw. This dish is believed to be the primitive ancestor of the modern hamburger (http://www.epicurious.com).

The term hamburger was mentioned in print on a menu in 1834. In 1884 it appeared in the Boston Evening Journal as “hamburger steak.” In 1902 the “hamburger steak” is described as being close to the present hamburger.

Diana Rattray states that:

One of the first mentions in print of “hamburger steak” was in 1884, in the Boston Evening Journal, but the term “hamburger” appeared on a menu (believed to be printed in 1834) from Delmonico’s restaurant in New York. In the 1890s, “Hamburger steak” referred to a piece of beef that had been pounded and tenderized rather than a ground beef patty. In Mrs. Rorer’s New Cook Book (1902), Hamburg steak is described as beef put twice through a meat grinder and mixed with onion and pepper, closer to the present day hamburger.

(http://southernfood.about.com/mbody.htm)

Another popular fast food dish is french fries. Its history started from when American soldiers were stationed in Europe especially in France and Belgium) during World War I. For the time being french fries has already the part of American culture.

Italian dishes which appeared as fast food also represent the pluralistic nature of American society. Certainly, there are many Italian dishes which are classified as fast food such as pizza, although these are not as quickly prepared as the hamburger. In Italian tradition, pizza was served during special feast, for instance during a farewell party.
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culture is the custom of each other. It is because of their position that they
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the same as American fast food, which keeps different ethnic groups, do, while they strongly believe themselves

system of values that any of the others (1981: 1-7).

As one popular Italian dish, pizza became an American favorite fast food
dish.
agreement that mix fast food advertising with children entertainment. Another alliance has also been made by McDonald’s with Walt Disney Co. for an agreement of a ten years global marketing. It followed a decade in which toys inspired by Disney films proved extraordinarily successful in attracting children to fast food restaurants. This strategy is targeted at children between the ages of two and seven. Meanwhile the company’s effort in gaining the youth McDonald’s Corp. has promotional agreement with the National Basketball Association and the Olympics. This is done so with an assumption that many youth consumers enjoy watching NBA basketball (Schlosser. 1998: par 21). Through this cooperation, the fast food companies try to build a stronger way in facing the competition in this business.

Beside good impacts discussed above, it is inevitable that freedom has a bad impact in society also as there are many companies that should close their business due to their incapability to survive in hard competition and those who are weak will be out of the business. Freedom has raises monopoly then monopoly raises problems for a free society (Friedman, 1982:120). This may be seen through the end of some franchises during “burger wars” of the late 1970s and 1980s. At that time either a fast food restaurant became more successful or went out of business. One of the burger war victims was “HoJo’s” restaurant. By 1967 it boasted over 800 restaurants but was eventually went out of business in the late 1980s (Mehegan, 2001:15).

There are a lot of factors that lead to fast food restaurants going out of business. Freedom generated free competition is the scapegoat that is accused of resulting bad impact on society. The most important factor in the failure is because the companies usually have no enough capital to support sufficient facilities and promotions.

**Conclusion**

This study has shown that the industry and technological development has influenced the eating habits of society. Viewing fast food as an American symbol recognizes that some new phenomenon emerged as a result of American fast food. Economically it increased income, socially and culturally it produced new culture, a “fast food culture” that influenced the previous culture, and it has also influenced the belief of the woman’s position as cook in the home.

In the early stages of the American fast food phenomenon, people began to value speed and convenience as part of their way of life. This led to a new way of thinking about their meals and the rise of the fast food business industry. People needed convenience, reliability, speed, and affordable food, and fast food was the answer.

In American society the value of simplicity and practicality are the prominent reasons why they need fast food. The simple and practical values of the food attracted people to look for ways of being able to eat quickly and on-the-go. This style meant that eating in public became a common view in American life.

Pluralism in American society is reflected in the variety of backgrounds of fast food menus. Hamburgers, French fries, pizza, hot dogs and so forth are kinds of American fast food that do not come originally from American cuisine. Meanwhile, the famous fried chicken from Kentucky is one example of original American cuisine. In development of fast food, it enriched the pluralism of America.

The need for fast food has impacted women’s position in the family and her cooking role. Fast food existence has changed the belief that cooking is a woman’s job. For many reasons, such as in helping husbands to pay the bills, women also started to work outside the home. Buying fast food is an option for the mother and family who do not have the time to cook. Fast food is one choice for families who need a convenient meal.

Freedom as the basic value of American business has supported the innovations of American fast food. Freedom has formed an atmosphere of good competition in gaining customers. Through advertising, fast food restaurants can impact the way of thinking of its...
consumers. In this way, Americans are free to get seek success and to pursue happiness.

Although, American fast food restaurants are more famous than traditional ones, fast food restaurants will not replace home kitchens, and traditional food. This is just like television that cannot replace radio.

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