

Annotated Bibliography

Primary Sources:

Kroc, Ray. *Grinding It Out*. New York: St Martin's Press, 2016.

This autobiography helped us understand not only the success Ray Kroc, Dick, and Mac all had but some of their failures, mistakes, and problems. It showed their enthusiastic mindsets and goals while creating McDonald's and making it into what it is today. We used this to be quoted on our website as a primary resource for the main event.

Radintz, Rebecca. "Speedee System Interview" Interview by Lachlan Mitchell, 10 January 2024.

This interview gave us an inside look at what working with Speedee System is like. It is great for our paragraphs to briefly show what the system is really like.

Secondary Sources:

"A Crispy, Salty, American History of Fast Food." *Smithsonian.Com*, Smithsonian Institution, 24 June 2019, www.smithsonianmag.com/history/crispy-salty-american-history-fast-food-180972459/#:~:text=White%20Castle%20was%20the%20country's,that%20was%20raging%20across%20America. Accessed 12 Nov. 2023.

In this website, we found that fast food is an important part of American culture, and the industry has had such an impactful and lasting success, using this for our main web page. The article discusses important companies in this industry, like White Castle, KFC, and McDonald's. It showed us the rapid growth of these companies when they were franchised, along with how the fast food industry impacted other industries and its economic push.

"eLibrary Minnesota." *eLibrary Minnesota at Minitex*, school-eb-com.content.elibrarymn.org/levels/middle/article/fast-food/274275. Accessed 06 Nov. 2023.

This article provided key and important intel about fast foods food itself and its history along with public opinions, nutritional information, and globalization. With its important details on our topic, it is great for our *After-the-Main Event* paragraph

"Fast Food." *Gale Middle School Online Collection*, Gale, 2021. *Gale In Context: Middle School*, link.gale.com/apps/doc/YRIRTF654525743/MSIC?u=grrl_remote&sid=bookmark-MSIC&xid=0cc9a9b9. Accessed 31 Oct. 2023.

This website contains a vast amount of quality information relating to the fast food industry. From its history and development to people's concern with the health and

quality concern of the food. This very intriguing, helpful, and in-depth article is useful in our after-the-main event paragraphs.

“Fred Turner, One of McDonald’s Most Influential CEOs, Dies.” *Advertising Age*, vol. 84, no. 2, Jan. 2013, p. 5. *EBSCOhost*,
research.ebsco.com/linkprocessor/plink?id=93b67ab8-6d37-3b37-83e0-cbdda30e7953.

This website highlighted the life of Fred Turner, very important to the creation and growth of McDonald’s. The article taught us about his history with the company. Although we didn’t use much of this article, it is important to learn about the vague parts of the creation.

Gilbert, Sara. *The Story of McDonald’s*. Mankato: Creative Paperbacks, 2011.

This book goes in-depth into the leaders, origins, and products relating to McDonald's. We learn about some of McDonald's first and most iconic products such as the Big Mac. It's a good source when explaining the Speedee System itself.

“How McDonald’s Beat Its Early Competition and Became an Icon of Fast Food.” *History.Com*, A&E Television Networks,
www.history.com/news/how-mcdonalds-became-fast-food-giant. Accessed 31 Oct. 2023.

This website provides great information, with pictures and quotes from primary sources, on how much McDonald’s sales grew by using the “Spee-dee System.” It explained how the restaurant started franchising because of its quick and easy serving system. The primary sources gave information on the McDonald’s brothers' thinking process and success.

Jakle, John A., and Keith A. Sculle. *Fast Food: Roadside Restaurants in the Automobile Age*. Baltimore: Johns Hopkins Univ. Press, 2002.

This book focuses on many fast food restaurants such as McDonald's and White Castle and their impact on what fast food is today. It discusses the evolution of quick meals and services such as the Speedee System. This provides useful information for the build-up of our website.

"Kroc Franchises McDonald's, 1954." *Historic U.S. Events*, Gale, 2012. *Gale In Context: Middle School*,
link.gale.com/apps/doc/BT2359030133/MSIC?u=mnsminitex&sid=bookmark-MSIC&xid=0a4009c6. Accessed 6 Nov. 2023.

This website was very useful to us letting us see the mass growth of this company. The website focuses on the franchising of McDonald’s which was a vital part of not only the growth of McDonald’s but the expansion and popularity of fast food and the use of the Speedee System around the world.

Love, John F. *McDonald's: Behind the Arches*. New York: Bantam Books, 1995.

This book helped us understand The Speedee System better because it provided insight into McDonald's corporate level from its franchising, expansion, and leaders. The book discussed deals, contracts, and negotiations that helped make McDonald's into the success it is today. Along with problems faced along the way with other competitors and greediness from certain McDonald's leaders such as Ray Kroc.

"McDonald's Around the World." *Gale In Context Online Collection*, Gale, 2016. *Gale In Context: Middle School* link.gale.com/apps/doc/LNCTUV440993617/MSIC?u=mnsminitex&sid=bookmark-MSIC&xid=39ba0403. Accessed 6 Nov. 2023

We found that fast food restaurants such as McDonald's are all over the world. This website showed us the overall expansion of fast food worldwide, the time it took to get there, people's reactions, and its effect on not only people but the restaurant industry as a whole. In the *Long After the Event* paragraph, this website will be a good source to encompass this globe-wide effect.

McDonald, Dick . " Business Leader Profiles for Students. . *Encyclopedia.com*. 18 Oct. 2023 <<https://www.encyclopedia.com>>.

In this site, the research starts and stems from Mac and Dick McDonald's, the creators of McDonald's. Sections like the overview, career details, timeline, and social and economic impacts are extremely important for our *Short-term* and *Long-term effects* paragraphs. Putting these factors into paragraphs better in our finished project is a way to make pages more versatile and content.

"McDonald's (MCD)." *Britannica School*, Encyclopædia Britannica, 3 Nov. 2023. school.eb.com/levels/middle/article/McDonalds/399717. Accessed 6 Nov. 2023.

The timeline on this website was the most helpful, showing how McDonald's started to become bigger and bigger over the years. We'll use this source to help us put events in chronological order and use the dates to know when each event occurred.

"Ray Kroc." *Britannica School*, Encyclopædia Britannica, 29 June. 2023. school.eb.com/levels/middle/article/Ray-Kroc/46266. Accessed 6 Nov. 2023.

We found this website to be very helpful to our research. It provides great information on Ray Kroc allowing us to lay out a brief backstory of Kroc on our website. Kroc's contribution is the main reason the Speedee System made these McDonald's restaurants expand.

"Ray Kroc McDonalds System for Successful Business." YouTube, 2 June 2014, www.youtube.com/watch?v=J6oaK51hQRY. Accessed 10 Jan. 2024.

This was an extraordinary video with perfect explanations of The Speedee System. Explaining Kroc's business tactics and incredible ideas makes this a good source for our *Main Event* paragraph.

"The Founder (Speedy System) 2017." *YouTube*, 17 Dec. 2017, www.youtube.com/watch?v=6xh61G6lkwY. Accessed 31 Jan. 2024.

This video provided vast and great information represented through a video showcasing details of how the Speedee system works and some of the background components as well. We used this video to give our audience a better understanding of the *An Industry is Born* paragraph.

Images

corporate.mcdonalds.com/corpmcd/our-company/who-we-are/our-history.html. Accessed 19 Jan. 2024.

This is an image of the first ever McDonald's restaurant.

Duprey, David. "That Moment In 'The Founder' When Ray Kroc Gets The Real Story." *That Moment In*, 19 May 2020, www.thatmomentin.com/the-founder-movie-moment/. Accessed 19 Jan. 2024.

This is an image of McDonald's owner Ray Kroc.

"Fast Food Collage Stock Photos - 9,649 Images." *Shutterstock*, www.shutterstock.com/search/fast-food-collage. Accessed 08 Feb. 2024.

This is an image of a collage of many brands of fast food.

Merenyashev, Konstantin. "April 8: Celebrating the Legacy of Ray Kroc, the Founder of McDonald's." *LinkedIn*, 8 Apr. 2023, www.linkedin.com/pulse/april-8-celebrating-legacy-ray-kroc-founder-mcdonalds-%D0%BC%D0%B5%D1%80%D0%B5%D0%BD%D1%8F%D1%88%D0%B5%D0%B2. Accessed 19 Jan. 2024.

This is an image of a quote said by McDonald's owner Ray Kroc.

"Newspaper Clipping, McDonald's Menu." | *National Museum of American History*, americanhistory.si.edu/collections/nmah_1452697. Accessed 19 Jan. 2024.

This is an image of a original McDonald's menu.

"Ray Kroc: The Wily Businessman Who Made McDonald's." *The Guardian*, Guardian News, and Media, 30 Mar. 2016,

www.theguardian.com/film/shortcuts/2016/mar/30/ray-kroc-the-wily-businessman-who-made-mcdonalds. Accessed 19 Jan. 2024.

This is an image of McDonald's owner Ray Kroc.

“The Magic behind McDonald's Marketing Strategy.” *Brand Vision*,
www.brandvm.com/post/mcdonalds-marketing-strategy. Accessed 19 Jan. 2024.

This is an image of a graph and other McDonald's stats.

“Wallpaper HD: iPhone Wallpaper for Guys, Jordan Logo Wallpaper, Candy Land Birthday Party.” *Pinterest*, 30 June 2023, id.pinterest.com/pin/1031816964608924581/. Accessed 19 Jan. 2024.

This is an image of a collage of many brands of fast food.

“Who Invented the First Fast Food Restaurant?” *Wonderopolis*,
www.wonderopolis.org/wonder/who-invented-the-first-fast-food-restaurant/?replytocom=1118800. Accessed 19 Jan. 2024.

This is an image of the first ever fast food restaurant.