Bibliography

Advertisement. Photograph. Thrillist. September 2, 2013. Accessed January 29, 2015. http://www.thrillist.com/eat/nation/looking-back-on-58yrs-of-mcdonalds-slogans.

In this primary source, the evolution of McDonalds advertisment slogans is shown. This helps show its change during the years, and is a central part in marketing to the public.

*Advertisement for the Grand Opening of McDonald's in Tallahassee*. Photograph. *Florida Memory*. Accessed January 29, 2015. https://www.floridamemory.com/items/show/9562.

This primary source is an example of an opening of McDonalds in the early 1960s. This exhibits multiple examples of advertisement slogans in it, and helps craft the image McDonalds tried to sell.

A&E Television Networks. "Raymond Albert Kroc." *Bio*. Accessed September 18, 2014. http://www.biography.com/people/ray-kroc-9369349.

In this secondary source a background is given on what Ray Kroc did early in life, and how he ended up at the McDonalds food chain. It also gives insight on the main focus he had when heading it: uniformity and effectiveness.

Aubrey, Allison, and Eliza Barclay. "McDonald's Says It Won't Be Serving Chicken Raised On Antibiotics." NPR. Last modified March 4, 2015. Accessed May 11, 2015. http://www.npr.org/blogs/thesalt/2015/03/04/390701295/mcdonalds-says-it-wont-be-serving-chicken-raised-on-antibiotics.

In this secondary source, there is a layout of Easterbrook's plan to reduce usage of antibiotics in chicken. This is important as it will set a precedentfor other companies to follow suit.

Beef Patties in McDonald's Canada. Photograph. *Huffington Post*. Accessed February 15, 2015. http://www.huffingtonpost.com/2012/10/02/mcdonalds-canada-burgers\_n\_1933131.html.

This primary source depicts beef patties being sent down a conveyor belt in a processing plant for McDonald's Canada. This is useful in depicting the product once it has been process through the beef industry.

Beer, Jeff. Gif of man using new McDonald's take-out bag. Photograph. fastcocreate. April 30, 2015. Accessed May 11, 2015. http://www.fastcocreate.com/3045774/gif-of-the-day/mcdonalds-solves-a-messy-takeout-problem-with-a-new-bag-thats-also-a-tray.

In this primary source, a depiction of a new takeout bag is shown being used. This is important as framework for the innovative style McDonald's has pased down since Kroc's influence.

"Big Mac Inside the McDonald's Empire." mp4 video, 44:53. Youtube. Accessed February 21, 2015. https://www.youtube.com/watch?v=J4a4r-Iyf10.

This secondary source is a documentary about McDonalds, which describes the background, the emphasis on cleanliness, and even its influence abroad. This is helpful in identifying how it affected culture in places like China, and also in how it operates.

Block v. McDonald's Corporation, 55 F. 24 (7th Cir. 2002).

In this primary source, a series of lawsuits against McDonald's was discussed. In this series McDonald's was sued for claiming their fries were fried in a vegetarian-friendly source, but they were actually fried in beef broth and flavored with beef seasoning. The result ended in McDonald's paying $100 million to vegetarians and religious groups. In addition to this, "In 2005, the appeal filed by vegetarians against the list of recipients in this case was denied, and the recipients of the $10M chosen by McDonald's was upheld."

"Business Heros: Ray Kroc." *Business Strategy Review*, 2005, 47-48.

This secondary source gives an overview on Kroc's vision, and the results it brought. This is helpful because it helps shape the leadership role he had, and discusses processes he endorsed.

Chicken Nuggets being processed. Photograph. Youtube. December 8, 2014. Accessed May 14, 2015. https://www.youtube.com/watch?v=6o6Hh6tQj2w.

This primary source depicts chicken nuggets being processed after being shaped. This is helpful in visualising the process.

Ching, Nelson. "McDonald's supplier fined for pollution in China." CNBC. Last modified April 29, 2015. Accessed May 11, 2015. http://www.cnbc.com/id/102631385.

In this secondary source, the article discusses the fine waged against McDonald's China for pollution damage. This source is important because it shows a detractor of the corporation, and causes concern over the integrity of some of their practices.

Corporate Accountability International. "McDonald's Influence on the Food System." Corporate Accountability International. Last modified June 10, 2012. Accessed October 20, 2014. http://www.stopcorporateabuse.org/our-food-system.

In this secondary source, the article discusses McDonald's influence on potato farming. This includes how McDonald's has completely changed how potatoes are farmed nowadays, but this has harsh consequences on the environment. McDonald's began picking potatoes from over 150 local farms before they settled on one, which would only grow the perfect potato.

Dalziel, Elizabeth. Ronald McDonald cheering up kids in China. Photograph. USA Today. Accessed May 11, 2015. http://www.usatoday.com/story/money/business/2014/04/23/mcdonalds-ronald-mcdonald-fast-food/8067483/.

In this primary source, Ronald McDonald is shown laughing along with children in a Ronald McDonald House Charity site. This is helpful in showing the kind of environment harbored there.

Debunking pink slime myth. Photograph. McDonalds. Accessed May 14, 2015. http://www.mcdonalds.com/us/en/your\_questions/our\_food/do-you-use-so-called-pink-goop-in-your-chicken-mcnuggets.html.

This primary source debunks the photo of what appears to be pink slime which was falsely accused of being McDonald's chicken. This is important as it shows the reader the truth about the product.

*Dick and Mac Mcdonald*. Photograph. Doney. Accessed February 19, 2015. http://doney.net/aroundaz/celebrity/mcdonald\_bros.htm.

This primary source depicts the two Mcdonald brothers. This was helpful in putting a face to a name when it comes to the brothers.

Dolly, Thomas C., ed. "Pure Americana: The Founding of McDonald's." Bellevue University's Economic$ Department. Accessed February 19, 2015. http://jpatton.bellevue.edu/micro/mcdonalds.html.

This secondary source gives an overview of the McDonald's history. This is helpful in not only establishing how the brothers felt about Kroc's enterance, but the methods they used in the company.

Evensson, Thomas. *Nice slogan for a tee shirt huh?* Photograph. Spartans Mean Business. May 15, 2010. Accessed February 21, 2015. http://gbnbusiness.blogspot.com/2010/05/starbucks-sued-over-hot-tea.html.

This primary source depicts the "Caution it's hot" warning on McDonald's cups. This is important because it was a direct result of a court case mentioned in our project.

Everett. *The Original Mcdonalds Restaurant*. Photograph. Fine Art America. Accessed January 29, 2015. http://fineartamerica.com/featured/the-original-mcdonalds-restaurant-everett.html.

This primary source taken in 1955 is of the first McDonald's built.

*Exotic McDonald’s in Yangshuo, China*. Photograph. The Richest. Accessed February 12, 2015. http://www.therichest.com/expensive-lifestyle/food/10-of-the-most-unique-mcdonalds-locations-around-the-world/9/.

This primary source depicts a fancy McDonalds location in China. This is important in establishing the varied look of McDonalds and the countries it expands to.

"Franchising at McDonald's." Last modified 2008. PDF.

This primary source explains the process of franchising for McDonald's. This is important as it was a key element in Kroc's focus, and was one of the primary motivators for expansion.

Gay, John. *Industry Structure*. Illustration. Introduction to the Beef Cattle Industry and the Veterinarian's Role. July 16, 2014. Accessed February 12, 2015. http://people.vetmed.wsu.edu/jmgay/courses/images/IndustryStructure.gif.

This primary source depicts a flow chart for the beef industry. This is helpful as it shows the path of beef industrial succession.

"Gimme that Filet-O-Fish." Video file. Youtube. Accessed February 20, 2015. https://www.youtube.com/watch?v=csrPT9ClVUc.

This primary source is an advertisement for the fillet-o-fish from the early 2000s. This is important as it establishes the change in advertising from the early '60s to the present.

*Grand opening flyer*. Photograph. Dinge En Goete. May 15, 2013. Accessed February 19, 2015. http://dingeengoete.blogspot.com/2013/05/this-day-in-history-may-15-1940.html.

This primary source depicts a grand opening flyer for McDonalds. This was useful as it shows a drawing of the original franchise, and puts historical perspective into place.

Guenette, Lynn. "The McDonaldization of China." Unpublished manuscript, Rochester Community and Technical College, Rochester, NY, n.d. Accessed January 29, 2015. http://www.ncuscr.org/files/Guenette\_1.pdf.

This secondary source explains how McDonalds has affected China. This is important to see how the corporation influences other countries, and gives background as to why and how it does so.

Horovitz, Bruce. "McDonald's CEO shakeup lifts stock." USA Today. Last modified January 29, 2015. Accessed May 11, 2015. http://www.usatoday.com/story/money/business/2015/01/28/mcdonalds-fast-food-restaurants-don-thompson/22488653/.

In this secondary source, the impact of Steve Easterbrook taking the mantel as CEO is discussed. This is important as it mentions his entry, and the impact he made within the first day.

*How a Chicken Mcnugget Is Made*. Photograph. McDonald's. Accessed May 14, 2015. http://www.mcdonalds.com/us/en/your\_questions/our\_food/do-you-use-so-called-pink-goop-in-your-chicken-mcnuggets.html.

This primary source explains the steps in which McDonald's chicken nuggets are produced. This is important as it clears up any rumors spread about the product.

"http://boredmindnsoul.blogspot.com/2010/01/mcdonalds-around-world-visual-joke.html." Blogspot. Accessed February 15, 2015. http://boredmindnsoul.blogspot.com/2010/01/mcdonalds-around-world-visual-joke.html.

This secondary source depicts McDonald's in various countries around the world. This is helpful in showing McDonald's influence abroad.

"If You Didn’t Like Reading Maps Before You See This, You’ll Love it After." Lifehack. Accessed February 15, 2015. http://www.lifehack.org/articles/lifestyle/42-mind-blowing-maps-have-missed-the-world-atlas.html.

This secondary source depicts maps of McDonald's around the world. This helps in showing the scope of the restaurant's reach.

"I'm loving it." Audio file, 0:05. Youtube. Accessed February 15, 2015. https://www.youtube.com/watch?v=eBlD2N\_AwgI.

This primary source is the audio to a current McDonald's slogan/jingle. This is useful in showing not only brand recognition, but in advertising.

*I'm Lovin' It Logo*. Photograph. Play Google. Accessed February 20, 2015. https://play.google.com/store/apps/details?id=com.mcd.ui.

This primary source depicts the "I'm lovin' it" slogan. This was useful in depicting the advertisement slogans over the years.

Jannuzzi, John. New Hamburglar mascot revamp. Photograph. GQ. May 7, 2015. Accessed May 11, 2015. http://www.gq.com/style/blogs/the-gq-eye/2015/05/new-hamburglar.html.

This primary source depicts the new, older version of the Hamburglar. This is helpful as it connects back to Kroc's original mascots, and conforms them to today's society.

*Jim Skinner Photo*. Photograph. Burger Business. Accessed February 15, 2015. http://www.burgerbusiness.com/?p=9869.

This primary source depicts the ex-CEO Jim Skinner. This is helpful in putting a face to a name.

JR Simplot. Photograph. March 3, 2013. Accessed May 14, 2015. http://www.dailymail.co.uk/news/article-2287259/J-R-Simplot-McDonalds-fries-founders-2M-Idaho-mansion-gifted-public-handed-back.html.

This primary source depicts J.R. Simplot. This is important as it depicts the man who helped the McDonald's Corporation revolutionize the potato industry.

*Kroc and his wife Joan*. Photograph. Pinterest. Accessed February 20, 2015. https://www.pinterest.com/pin/67976275600521810/.

This primary source depicts Kroc with his wife. This is helpful in painting Kroc as a family man.

*Kroc and Ted Turner*. Photograph. Shemaiah Production Studio. Accessed February 15, 2015. http://shemaiahproductionstudio.com/ray-kroc-leadership-success/.

This primary source depicts Ray Kroc and Ted Turner discussing franchises outside of a newly made McDonald's. This is helpful as it coincides with information about Kroc and placement of franchises across the world.

*Kroc in front of McDonalds photo*. Photograph. McDonalds Canada. Accessed February 15, 2015. http://www.mcdonalds.ca/ca/en/our\_story/our\_history.html.

This primary source depicts Kroc outside of a McDonald's location. This is helpful in showing how close he was the to franchise, and his place in the company.

*Kroc's Advertise Quote*. Photograph. Pinterest. Accessed February 20, 2015. https://www.pinterest.com/pin/67976275600396986/.

This primary source depicts a quote from Kroc about advertising. This is helpful in establishing how he felt about major advertisements.

*Kroc's Give and Recieve Quote*. Photograph. Pinterest. Accessed February 20, 2015. https://www.pinterest.com/pin/67976275599726513/.

This primary source has a quote by Kroc about giving and recieving. This is important as it connects later to the establishment of Ronald  McDonald House Charities.

Kyle, Zach. "McDonald's rejects Simplot's genetically modified potato." Idaho Statesman. Last modified November 15, 2014. Accessed May 11, 2015. http://www.idahostatesman.com/2014/11/15/3487642\_mcdonalds-rejects-simplots-gmo.html?rh=1.

In this secondary source, the article discusses the rejection of genetically modified potatoes by the Mcdonald's Corporation. This is significant, as it will prevent these gmos from entering stores nationwide, and McDonald's is their leading buyer so their decision impacts the company greatest.

Lutz, Ashley. "How McDonald's Fries Are Made." *Business Insider*, June 11, 2014. Accessed February 10, 2015. http://www.businessinsider.com/how-mcdonalds-fries-are-made-2014-6?op=1.

This secondary source explains the process in which McDonald's fries are made. This is essential in depicting the movement from potato farm to table.

Makower, Joel. "Can the beef industry collaborate its way to sustainability?" *GreenBiz*. Accessed February 11, 2015. http://www.greenbiz.com/blog/2014/01/09/can-beef-industry-collaborate-its-way-sustainability.

This secondary source explains McDonald's push for sutainability in their beef industry. This is helpful in crafting their image and impact on beef.

McDonald's. "Do you use so-called 'pink slime' or 'pink goop' in your Chicken McNuggets?" Mcdonalds. Accessed May 11, 2015. http://www.mcdonalds.com/us/en/your\_questions/our\_food/do-you-use-so-called-pink-goop-in-your-chicken-mcnuggets.html.

This primary source debunks the myth of pink slime in McDonald's chicken mcnuggets. This is important as it shows how their chicken products are actually processed.

*McDonalds Brothers Previewing a Mixer*. Photograph. Free Words. Accessed February 19, 2015. http://www.freewords.com.br/wp-content/gallery/a-historia-do-mcdonalds/a-historia-do-mcdonald-s-lanche2.png.

This primary source depicts the two brothers previewing one of the multimixers they eventually buy. This is important as it is one of the few photos of the brothers, and it has a significance as the mixers result in the introduction of Kroc, and the eventual sale of the franchise.

"McDonald's CEO Skinner: The Exit Interview." Video file, 16:09. CNBC. Posted June 27, 2012. Accessed November 4, 2014. http://video.cnbc.com/gallery/?video=3000098271.

In this primary source, the now ex-CEO of McDonald's, Jim Skinner is interviewed on his time serving for the company, and his thoughts on the future. This source helps bring light to some of the ideas McDonalds promotes, its business tactics, and its prospects for the future.

"McDonald's food you can't get here." *Chicago Tribune*. Accessed January 29, 2015. http://www.chicagotribune.com/business/ct-biz-mcdonalds-food-around-the-world-photogallery.html.

In this secondary source, there are several pictures of the different kinds of foods McDonald's has per the country. Each country has a different signature food.

*McDonalds French Fries Ask.fm Background*. Image. Themesltd. Accessed February 15, 2015. http://www.themesltd.com/askfm/food-askfm-backgrounds/get.php?theme=mcdonalds\_french\_fries.

This secondary source is a background image of McDonald's french fries. This was helpful in finding a fitting backdrop for our website.

*McDonald's Germany McRib*. Photograph. Burger Lad. May 2, 2013. Accessed February 21, 2015. http://www.burgerlad.com/2013/05/mcdonalds-germany-mcrib-western-beef.html.

This primary source shows the German McDonald's McRib. This helps to show one of the foreign foods Americans do not have.

*McDonald’s in Downtown Hangzhou – Hangzhou, China*. Photograph. The Richest. Accessed February 15, 2015. http://www.therichest.com/expensive-lifestyle/food/10-of-the-most-unique-mcdonalds-locations-around-the-world/.

This primary source depicts a McDonald's in Hangzhou, China. This is important in showing the spread of McDonald's into foreign countries.

"McDonald's [Lebanon]." Lost Indiana. Accessed February 15, 2015. http://lostindiana.net/2001/07/01/mcdonalds/.

This secondary source depicts various key points in McDonald's history through photos.

McDonald's - Official Global Corporate Website. Last modified 2014. Accessed November 20, 2014. http://www.aboutmcdonalds.com/mcd/our\_company/mcdonalds\_history\_timeline.html?DCSext.destination=http://www.aboutmcdonalds.com/mcd/our\_company/mcd\_history.html.

In this primary source, the history of McDonald's is discussed from back in 1940 to the present day from McDonald's itself. Major happenings and random details can be found through their timeline.

*McDonalds Pledge*. Photograph. Sinai Castrejon. Accessed February 15, 2015. http://sinai-castrejon.webnode.es/noticias/ccc/.

This primary source depicts two McDonald's workers with their hands over their hearts. This helps show the loyalty the workers have to their job.

"McDonald's Ray Kroc Founder.mp4." mp4 video, 0:45. Youtube. Posted November 29, 2011. Accessed February 19, 2015. https://www.youtube.com/watch?v=vK-Jb0zmlGQ.

This primary source is a video clip of Kroc discussing why the name "McDonald's" is so perfect. This is important in showing what kind of character Kroc has, while also showing the significance in branding.

"McDonald's Self-Service System." Highway Host. Accessed February 10, 2015. http://www.highwayhost.org/Mcdonalds/mcdonalds1.html.

This secondary source depicts the usage of the Speedee Service. It also displays many pictures of various advertisements, locations, and people to give historical perspective on the topic.

*McDonald's Speedee Service Menu*. Photograph. Flickr. Accessed February 12, 2015. https://www.flickr.com/photos/thomashawk/4521568705/.

This primary source depicts a simplified menu. This is important in showing the affects of the Speedee Service and how it was implemented.

McGrath, Jane. "How McDonald's Works." How Stuff Works. Last modified October 20, 2008. Accessed October 20, 2014. http://money.howstuffworks.com/mcdonalds.htm.

In this secondary source, a wide background is given on the beginnings of McDonalds, criticisms, and various other aspects. This source provides multiple views of McDonalds, and the aims the company has had, and the effects it has made over the years.

Mishra, Hemant. *McD*. Photograph. Live Mint. June 30, 2014. Accessed February 10, 2015. http://www.livemint.com/rf/Image-621x414/LiveMint/Period1/2014/08/06/Photos/McD.JPG.

This primary source is of a photo of an Indian McDonald's. It compares and contrasts with the McDonald's Americans have.

*Night Shot of the Museum Store in Des Plaines, Illinois*. Photograph. The Creative Daily. January 27, 2011. Accessed February 19, 2015. https://yasaminsamiei.wordpress.com/2011/01/27/pg02-4-mcdonalds-advertising-journey/.

This primary souce is a photo of the McDonald's Museum in Illinois. This is helpful in showing what the original site looked like.

"1975 McDonalds Commercial Two All Beef Patties Special Sauce Lettuce." Audio file. Youtube. Accessed February 20, 2015. https://www.youtube.com/watch?v=dK2qBbDn5W0.

This primary source is of an old McDonald's ad with the jingle about a big Mac. This is helpful in establishing what sort of slogans were used in the past.

Okrent, Daniel. "The Man Who Invented Fast Food." *Chicago Tribune* (Chicago, IL), April 11, 1985, 1-2.

This primary source gives insight into the thoughts of Richard McDonald long after Kroc buys their restaurant chain. This helps give insight into the thoughts during the time of the shift, and how it affected the chain.

Oliver, Lynne. Food Prices and Rationing in the 1940s. FoodTimeline. Last modified February 27, 2015. Accessed May 15, 2015. http://www.foodtimeline.org/fooddecades.html#1940s.

This secondary source gives background on war rationing during and at the entry into WW II in America. This is important as it gives another reason as to why the simplified menus were necessary for McDonald's growth.

*The Original Ronald McDonald - 1963*. Photograph. Flickr. Accessed February 15, 2015. https://www.flickr.com/photos/hollywoodplace/3251595068/.

This primary source shows a picture of Willard Scott as the original Ronald McDonald. This is helpful in showing the previous image of McDonald's.

Overview of Easterbrook's turnaround plan. Photograph. Investor Place. May 4, 2015. Accessed May 11, 2015. http://investorplace.com/2015/05/mcdonalds-turnaround-plan-not-enough-to-save-mcd-stock/#.VVD1CflVhBc.

In this primary source, the key points of Easterbrook's turnaround plan are outlined. This is important as it shows the shift the company will take, and how it connects back to Kroc's original plan.

*People lined up at the first McDonald's*. Photograph. Dinge en Goete. May 15, 2013. Accessed February 19, 2015. http://dingeengoete.blogspot.com/2013/05/this-day-in-history-may-15-1940.html.

This primary source shows a line of people in front of one of the first McDonald's. This helps put things in place historically for the viewer.

Petersohn, Seth. Seth Petersohn to Laura, May 5, 1993.

In this primary source from McDonald's, the manager of the Customer Satisfaction Department tells a blurred name of a woman that their fries are vegetarian, and the fries are cooked in 100% vegetable oil. This source goes with the court case in which this letter was proven a lie, because McDonald's fries their fries in beef broth.

Petro, Diane. "Brother, Can You Spare a Dime? The 1940 Census: Employment and Income." Archives.gov. Last modified 2012. Accessed May 15, 2015. http://www.archives.gov/publications/prologue/2012/spring/1940.html.

This secondary source gives background on the remnants of the Great Depression in the 1940s. This is important as it frames the time period McDonald's opened in, and why the simplified menus were important.

*Photo of Speede Service items*. Photograph. New Retail. Accessed February 11, 2015. http://www.newretailblog.com/impressions-of-chicago/.

This primary source depicts items from the Speedee Service menu. This is helpful in showing the process of making the restaurants more efficent.

*Plan To Win Photo*. Photograph. Market Realist. Accessed February 15, 2015. http://marketrealist.com/2013/12/ronald-mcdonald-management-strategy-boring/.

This primary source depicts the Plan-to-Win strategy. This is helpful in visualizing the plan's goals.

Potatoes to Fries McDonald's. Photograph. McDonalds Canada. October 12, 2012. Accessed May 14, 2015. http://yourquestions.mcdonalds.ca/questions/13715.

This primary source depicts potatoes being grown, cleaned, and their final product. This is helpful in giving a quick visualization of the process in which McDonald's fries are made.

"Quality, Service, Cleanliness and Value." McDonalds India. Accessed February 20, 2015. http://www.mcdonaldsindia.com/qscv.html.

This primary source discusses the motto of cleanliness in McDonald's. This is important as it becomes a key factor in marketing in not only the US, but in places such as China.

*Ray Kroc*. Photograph. Quoteimg. Accessed February 10, 2015. http://bachrachportraits.com/assets/images/db\_images/db\_Ray\_Kroc6.jpg.

This primary source is a portrait photo of Ray Kroc.

*Ray Kroc*. Photograph. *Britannica Online for Kids*. Accessed January 26, 2015. http://kids.britannica.com/comptons/art-163946/Ray-Kroc.

In this primary source, Ray Kroc is depicted outside a McDonald's holding a cheeseburger.

*Ray Kroc junto a una Multimixer*. Photograph. Mi Vision Empresarial. Accessed February 23, 2015. http://mivisionempresarial.blogspot.com/2013/03/empresarios-ray-kroc-y-el-negocio-de.html.

This primary source shows Ray Kroc in front of his famous multimixers. This is important to place historically, as the mixer is what brought him to McDonald's in the first place.

"Ray Kroc Leadership Case Study." Leadership With You. Accessed February 19, 2015. http://www.leadership-with-you.com/ray-kroc-leadership.html.

This secondary source helps display the role of leadership Kroc plays.

*Ray Kroc outside of McDonald's*. Photograph. The Historical Society of Oak Park and River Forest. Accessed February 19, 2015. http://www.oprfhistory.org/explore\_local\_history/hometown\_legends/business/ray\_kroc/default.aspx.

This primary source depicts Kroc outside a McDonald's location. This is important as it shows the symbol of the company outside one of its many stores.

Ray Kroc with Photo in Background. Photograph. McDonalds. http://www.mcdonalds.com/us/en/our\_story/our\_history/the\_ray\_kroc\_story.html.

This primary source depicts Kroc in front of a framed photo of the concept of the original store.

Reference for Business. Accessed January 27, 2015. http://www.referenceforbusiness.com/businesses/M-Z/Kroc-Ray.html.

This secondary source gives an overview of Kroc's insight and actions from the beginning of McDonald's to the end. It mentions his charity work, gives many examples of quotes, and gives a good overview of the subject. This is helpful in evaluating his character.

*Richard McDonald outside McDonalds*. Photograph. *Independent*. Accessed February 15, 2015. http://www.independent.co.uk/life-style/food-and-drink/features/happy-meals-why-mcdonalds-has-been-a-positive-force-for-change-1972152.html.

This primary source depicts Richard McDonald outside of a McDonald's location.

*Ronald*. Photograph. Thomas Zin Savage. Accessed February 12, 2015. http://thomaszinsavage.com/ronald-mcdonald/.

This primary source depicts Ronald McDonald, the company's mascot.

*Ronald McDonald House Chairity Logo*. Photograph. Mcdonalds. Accessed February 23, 2015. https://mcdonalds.com.au/ronald-mcdonald-house-charities.

This primary source depicts the Ronald McDonald House Charity logo.

Ronald McDonald House Charity Wales. Photograph. Earth Techling. Accessed February 11, 2015. http://earthtechling.com/2011/11/d-c-ronald-mcdonald-house-goes-leed/.

This primary source shows what a Ronald McDonald House looks like in other countries.

*Ronald McDonald House Family Reunion 2014*. Photograph. Faceboook. October 14, 2014. Accessed May 11, 2015. https://scontent-lax.xx.fbcdn.net/hphotos-xpa1/t31.0-8/1658278\_956430584373064\_3895177438138121739\_o.jpg.

In this primary source, this photo shows how many families in a single city were positively affected by the Ronald McDonald House Charities.

Ronald McDonald House Germany. Photograph. Hundertwasser. Accessed February 20, 2015. http://www.hundertwasser.at/english/oeuvre/arch/arch\_projekte.php.

This primary source depicts a Ronald McDonald House in Germany.

Scandalios, Alex. "Celebrity Interview: Ray Kroc, Founder of McDonald’s." Winners within Us. Accessed October 1, 2014. http://winnerswithinus.com/featured/celebrity-interview-ray-kroc-founder-of-mcdonalds/.

In this primary source it can be seen what kind of man Kroc was, and what his core values were in building his business. This helps in forming the visions of the man who built the McDonald's into a massive global corporation.

Schlosser, Eric. *The Dark Side of the All-American Meal: Fast Food Nation*. New York, NY: HarperCollins, 2001.

In this secondary source, a wide overview of many background details and proceedings are discussed about McDonalds. This will be important in properly laying out the image of McDonalds from the beginning into today.

———. "Fast Food Nation the Dark Side of the All-American Meal." Nytimes. Accessed October 1, 2014. https://www.nytimes.com/books/first/s/schlosser-fast.html.

In this secondary source background is given on some affects and statistics on the fast food industry, one main example being McDonalds. It shows the power and affect these corporations have on the food industry, people, and society.

Simplot, J. R. *Potato Rows*. Photograph. Simplot. 2015. Accessed February 23, 2015. http://www.simplot.com/farmers/products.

This is a primary source of a potato farm. It shows how large even a single potato farm is, not including the hundreds owned by Simplot.

Staff Reporter, Andrea Gerlin. "How Hot Do You like It?" Journal. September 1, 1994.

In this secondary source, Andrea Gerlin, staff reporter of the Wall Street Journal, wrote about the case against McDonald's where an 81 year old woman was burned with coffee, and McDonald's was required to pay $2.9 million in fees for damages. It explains how and why the jury came up with their choice. From this source, we can discuss how McDonald's set a requirement for the "Caution: It's Hot!" label on foods and beverages because of this case.

Steve Easterbrook, CEO of McDonald's. Photograph. Bilan. February 2, 2015. Accessed May 11, 2015. http://www.bilan.ch/entreprises-plus-de-redaction/steve-easterbrook-nouveau-ceo-de-mcdonalds.

In this primary source, CEO Steve Easterbrook is pictured. This is helpful as the project explores the significance of his entry into the corporation, and his vision for the future.

Stock History of McDonald's. Photograph. May 11, 2015. Accessed May 11, 2015. http://www.google.com/finance?q=NYSE:MCD.

In this primary source, the stock history of McDonald's is depicted. This is important in seeing why there is a need for improvement, and how much the company has grown with the leadership left by Kroc.

Strom, Stephanie. "McDonald’s Moving to Limit Antibiotic Use in Chickens." *New York Times* (New York, NY), March 4, 2015. Accessed May 11, 2015. http://www.nytimes.com/2015/03/05/business/mcdonalds-moving-to-antibiotic-free-chicken.html?\_r=1.

In this secondary source, Easterbrook's plan to lessen the use of antibiotics in chicken products. This is important as it shows a shift in the company, and lays the groundwork for others to do the same.

*Sun Journal* (Bedford, NH). "McDonald's Founder Is No Clown." October 1, 1991, 32. http://news.google.com/newspapers?nid=1914&dat=19911001&id=aA0gAAAAIBAJ&sjid=o2UFAAAAIBAJ&pg=3103,218815.

This primary source gives background on McDonalds along with commentary from Richard himself. This helps establish who Richard was as a person, and his continuing visions at the time.

Zaman, Shahaduz, Nasima Selim, and Taufique Joarder. "McDonaldization without a McDonald’s." *Food, Culture & Society* 16, no. 4 (December 2013): 551-68.

In this secondary source about Bangladesh, the physical and psychological effects of McDonald's fast food on the youth of today is discussed. This will help to elaborate on several things, such as marketing tactics and effects of an "American brand" on societies in other countries.