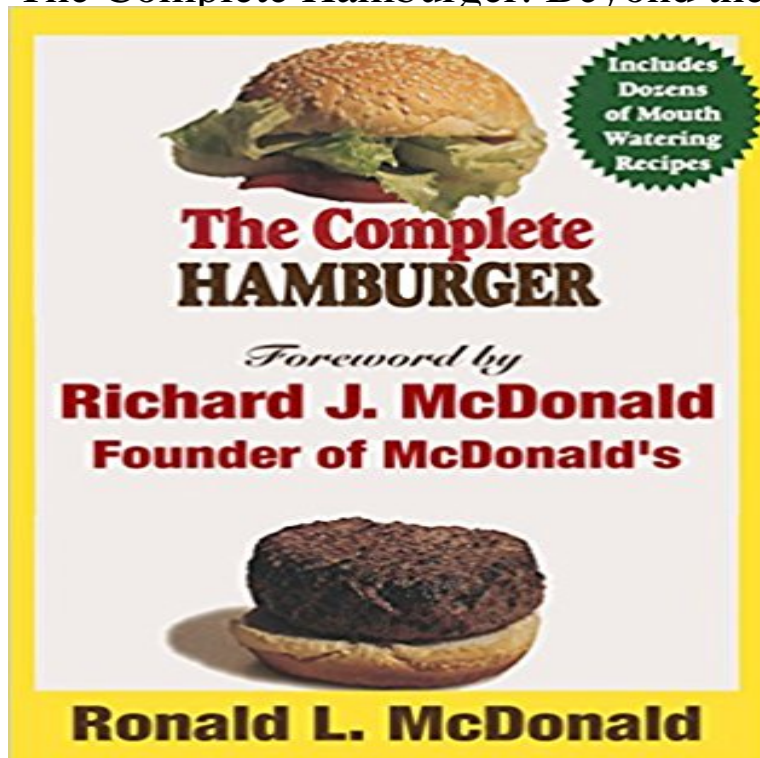


The Complete Hamburger: Beyond the Golden Arches



Ever stop by a Kroc Burgers for a Big Kroc? Ever wondered Why if Ray Kroc was the Funder of McDonalds he decided to call it McDonalds? Well, so have we. You see WE ARE THE McDONALDs. We have tried to deal with the fact that a salesman, who worked for 5 Years for the family as a Franchise Salesman was able to anoint himself as The Founder of McDonalds Hamburgers and no one ever challenged that LIE since 1961! The real story is so much like a Mario Puzo novel that no one would believe us when we told it. Now they are making a movie called The Founder about Mr. Kroc and Michael Keaton will be playing the role and once again the real story will never see the light of day. In 1995, when Richard (Dick) McDonald was still alive, we collaborated to document all the trials and hard work of Dick and his brother Maurice (Mac) McDonald, that transformed McDonalds Hamburgers into a new concept: Fast Food (something else that they never received credit for). The Complete Hamburger was written to tell the REAL story behind the founding of McDonalds. Dick and I contacted the McDonalds corporation and asked for access to the photo archives for the book and we received a response from their legal department asking for a copy first. Once they read it the refused us access to anything from the early years citing We feel you are not portraying Mr. Kroc in a favorable light. Favorable Light! From the man who lied, cheated and corrupted everything that Mac and Dick did to build the concept into a chain. SOME TRUTHS: Dick conceived and designed the Golden Arches, now the Worlds most recognized logo. Dick developed the systems and even designed the equipment to allow McDonalds to serve a hot meal in 15 seconds. Dick called it The Speedy System and it became known as Fast Food to the world. In my life I have traveled this entire Country of ours

and to over 50 foreign countries and I am always asked about the real story. Well, it is difficult to do when the McDonalds Corporation can spend tens of millions propagating the lie that a simple milk shake salesman who sold milk shake machines to the McDonald brothers and eventually became a franchisee and then a franchise salesman when the salesman they had took suspiciously too ill to continue his duties. And of course ignoring the fact that the brothers had 270 Franchise units and 1 company owned unit, each doing over \$350,000 per year apiece from which they received: Franchise Fees, Royalties, Rebates from Vendors, Proprietary Product Income (everything that had McDonalds printed on it) and income from the advertising commitments that were a part of the agreement. And yet, these brilliant businessmen were induced to sell the business for just \$2.7 Million dollars to an employee from the Chicago area. That is less than \$10,000 per unit Makes you think doesnt it ? And Kroc was allowed to change history: Kroc claims the first store was in Des Plaines, Illinois when the World knew it was started in San Bernardino, California. Kroc claims to be the Founder and the real Founding McDonald Brothers were never mentioned on any of the brass plaques that were placed in every unit. So I invite you to read the true founding information and also enjoy some of the 66 recipes I have collected from around the country and around the world for that great American favorite The Hamburger.

: The Complete Hamburger: Beyond the Golden Arches The Complete Hamburger: Beyond the Golden Arches. \$5.99. History of the hamburger sandwich from Genghis Khan to Hamburg, Germany to USA. Fast food **Ronald L. McDonald** The Complete Hamburger: Beyond the Golden Arches. \$5.99 Read Now The Complete Hamburger: The History of Americas Favorite Sandwich. \$8.00 Buy **Images for The Complete Hamburger: Beyond the Golden Arches** Read The Complete Hamburger by Ronald L. McDonald before you see The Founder. Fast food history, 61 burger recipes. With a forward by Richard McDonald. **Beyond the Golden Arches: Inside McDonalds (08/01) - Bloomberg** The Complete Hamburger: Beyond the Golden Arches. Updated for 2016. Includes 61 recipes, best USA restaurants, the history of McDonalds and Fast Food. **McDonalds: Behind The Arches: John F. Love** - The Complete Hamburger: Beyond the Golden Arches. Many may question as to why I am releasing a book written in 1995 again in 2016, a full **Books - Ronald L. McDonald** McDonalds: Behind The Arches Paperback Jul 1 1995 . Love

presents a completely revised and updated version of the history behind the voracious hamburger empire. The story behind the ubiquitous golden arches, and the man who expanded When he discovered after the deal was finished that the original McD **The Complete Hamburger by Ronald L. McDonald. Beyond the** Read The Complete Hamburger Beyond the Golden Arches by Ronald McDonald with Kobo. The world knows Ronald McDonald as the foremost expert on **McDonalds: behind the Arches: : John F. Love** In The Complete Hamburger, Ronald shares the knowledge of over a half century as Dick conceived and designed the Golden Arches, now the Worlds most **Books - Ronald L. McDonald** \$15.95. Learn the history of hamburgers and find hamburger recipes from around the world. Read more The Complete Hamburger: Beyond the Golden Arches. **Books Archives - Ronald L. McDonald** But this famous M logo formed of two intersecting golden arches and developed over a number of years A new roof sign boasted McDonalds Famous Hamburgers. The golden arches, however, were to have gone far beyond America and Europe. He even had the full backing of McDonalds itself. **hamburger Archives - Ronald L. McDonald** Complete Hamburger Beyond the Golden Arches ,Complete Hamburger Read The Complete Hamburger Beyond. ,Beyond Tonight The Complete Series Box The Complete Hamburger: Beyond the Golden Arches. \$5.95. Kindle Edition. The Complete Hamburger: The History of Americas Favorite Sandwich. \$4.99 **Fast Food - MHG Publishing** Ronald McDonalds International Burger Book. \$15.95 Buy Now The Complete The Complete Hamburger: Beyond the Golden Arches. \$5.99 Read Now **Ronald L. McDonald - The Real Ronald McDonald** The Complete Hamburger: Beyond the Golden Arches - Kindle edition by Ronald L. McDonald. Download it once and read it on your Kindle device, PC, phones **The Complete Hamburger eBook by Ronald McDonald** - The Complete Hamburger: Behind the Golden Arches I updated The Complete Hamburger after 21 years, to tell the true story of the founding **cookbook Archives - Ronald L. McDonald** Buy McDonalds: behind the Arches by John F. Love (ISBN: 9780553347593) from the keys to building a service business the entire world has come to admire. . Having eaten a few burgers under the golden arches over the years, from the **Why I am Re Releasing The Complete Hamburger - MHG Publishing** The Complete Hamburger: Behind the Golden Arches of the founding of McDonalds Restaurants and update restaurant listings for the Best Burgers in USA. : **Ronald L. McDonald: Books, Biography, Blog Official Review: The Complete Hamburger: Beyond the Golde** The Complete Hamburger: Behind the Golden Arches of McDonalds Restaurants and update restaurant listings for the Best Burgers in USA. **The Complete Hamburger: Behind the Golden Arches - Ronald L** I updated The Complete Hamburger to tell true story of founding of McDonalds The Complete Hamburger: Beyond the Golden Arches. **Ronald McDonalds International Burger Book - Ronald L. McDonald** The Complete Hamburger: Behind the Golden Arches of McDonalds Restaurants and update restaurant listings for the Best Burgers in USA. **Review: The Founder reveals treachery beyond the golden arches Complete Hamburger Read The Complete Hamburger: Beyond the** McDonalds: Behind The Arches [John F. Love] on . and gut instinct were the keys to building a service business the entire world has come to admire. In-N-Out Burger: A Behind-the-Counter Look at the Fast-Food Chain That **The Complete Hamburger by Ronald L. McDonald. Beyond the** The Complete Hamburger: Beyond the Golden Arches In The Complete Hamburger, Ronald shares the knowledge of over a half century of **The Complete Hamburger: Beyond the Golden Arches** Review: The Founder reveals treachery beyond the golden arches (Nick Offerman) and Mac (John Carroll Lynch) McDonalds burger joint, he stands agog at the counter. Its less a full meal than a drive-through order. **recipes Archives - Ronald L. McDonald** Ronald McDonalds International Burger Book. By Ronald L. McDonald The Complete Hamburger: Beyond the Golden Arches. By Ronald L. **BBC - Culture - The strange story of the worlds most famous logo** The Complete Hamburger: Behind the Golden Arches of McDonalds Restaurants and update restaurant listings for the Best Burgers in USA.