

Fast food nation

[Nutrition](#), [Fast Food](#)



We all know that fast food in general is bad for our well being. I mean, foods processed with tons of cooking oil can't be healthy. However we still always have that as Plan B when it comes to our lack of nutrition. Some say its inexpensive, while others say it's just a place where over-cooked and over-priced food meet. In this book Eric Schlosser explains the gruesome ways behind the scenes of the fast food industry. Some just all too hard to take in, especially considering I'm really craving a burger right now.

In chapter one Schlosser opens up with the background history of Carl N. Karcher. Also known as fast foods pioneers and the founder of Carl's Jr. He was born in 1917 in Ohio and quit school after the eighth grade. After that he began working long hours with his father on the farm.

Years flew by and he was soon offered a job out in Anaheim, CA by his Uncle at the age of 20 at his Feed and Seed Store. He agreed to come out here where he then met his wife Margaret. They then married and soon ran a business using only a hotdog cart. As the car industry began so did Carl's business, which led him to open a Drive-In Barbeque. The post WWII economy gave him many customers. And during the time being many other restaurants were made like: Taco Bell, Dunkin' Donuts, Wendy's, Domino's, And KFC.

Now in chapter two Schlosser the looks deep into Ray Kroc and Walt Disney's awkwardly weird relationship and their rise in the market. This chapter also went into great detail of the very money making ways of advertising to children. Now Kroc and Disney had many things in common such as: being born a year apart in Illinois, both highschool dropouts, served in WWI, moved

to S. CA after the war, and ended up making millions. Now back to the marketing strategies. Marketing and advertising to children has been very profitable since the 1980s. It assures you customers for life and money in your pocket. Which at that day and age is what you needed.