

## The Founder

*[Mac and Dick McDonald just sold the right's to McDonald's restaurant to Ray Kroc in order to avoid a legal battle with him for the right's to the franchise. While they held the legal high ground they couldn't afford the numerous court fees that Kroc and his Company would bury them in. Later Dick and ray come across eachother one last time in the restroom]*

**RAY KROC:** Hello, Dick.

**DICK MCDONALD:** I just have to ask you one thing. Something I've never understood.

**RAY KROC:** Alright.

**DICK MCDONALD:** That day we met, when we gave you the tour.

**RAY KROC:** What about it?

**DICK MCDONALD:** We showed you everything. The whole system, all our secrets. We were an open book. So why didn't you just.....

**RAY KROC: (Cuts him off)** Rip you off? Run off and start my own place using your ideas? Because it would have failed.

**DICK MCDONALD:** How do you know?

**RAY KROC: (Laughs...then..)** Am I the only one who ever got the kitchen tour? I bet you invited loads of people back there. Countless would-be burger barons looking to replicate your success.

**DICK MCDONALD:** And?

**RAY KROC:** How many succeeded?

**DICK MCDONALD: (Pause)** Lots of people started restaurants.

**RAY KROC:** Bigger than McDonald's? *[Dick is silent]* Of course not. No one has and no one ever will. Because they all lack that one thing that makes McDonald's special.

**DICK MCDONALD:** Which is...

**RAY KROC:** Even you don't know!

**DICK MCDONALD:** Enlighten me.

**RAY KROC:** It's not just the system. It's the name. That **name**. That glorious name. **McDonalds**. It's wide open. Limitless. It could be anything, whatever you want it to be. It sounds like... ..America. Compare that to, oh, say, Kroc. Now there's a real lemon. Kroc. *What a crock? Load of crock. Crock of shit.* Would you eat at a place called Kroc's? It's enough to make you lose your appetite, a blunt, Slavic thing like that..... But McDonald's, now *that's* a name. A fine, handsome, all-American name. That's a **winner's** name, the name of somebody who's got the world by the tail. A man named McDonald is never going to get pushed around in life.

**DICK MCDONALD:** That's clearly not the case.

**RAY KROC:** So.... you don't have a check for \$1.35million in your pocket? That's the mistake your competitors made. All those would-be imitators. They assumed they could simply take your system, slap on some name like Hamburger Hamlet or Roscoe's, and presto! Instant success! Not me, I wasn't so arrogant. I knew there's no beating a name like McDonald's.

**DICK MCDONALD:** And if you can't beat 'em...

**RAY KROC:** Buy 'em. I'll never forget the first time I saw that name stretched across the front of your stand. It was love at first sight. From that moment, I knew I just had to have it. And now I do.

**DICK MCDONALD:** You don't "have" it.

**RAY KROC** You sure about that?

[*Kroc leaves*]

**END**