

How Burgers and Cheeseburgers Become an American Classic:

Like all good legends and stories, no one is actually sure how burgers jumped from the plate to a bun in the 19th century. What we do know is that the burger-on-a-bun had a big audience at the 1904 St. Louis World's Fair.

Then the first White Castle restaurant opened in Kansas in 1921.

Then Bob Wian, a 21 year old young man from Indiana, sold his car for \$300; moved to California, and started a lunch counter "The Pantry," where he experimented with different hamburgers. In 1937, members of Glendale High School Orchestra, who were frequent customers, asked Bob to cook up something a little different. For a joke, Bob designed a burger that looked like a ridiculous tower layering thin burgers and three slices of bun. They loved it and it became his signature burger with special sauce on top. There was no stopping its popularity and Bob's Big Boy Burgers spread across the United States. Who would think that like a silly joke would blossom into a big restaurant business, but that was the inspiration for other national hamburger chains founded in the boom years 1948, 1954, and 1969.