

The McDonald's Story

Dick and Mac McDonald 0. moved to California to seek opportunities they felt 1. _____ in New England. Failing in the movie business, they subsequently proved 2. _____ in operating drive-in restaurants. In 1948 they took a risk by streamlining their operations and 3. _____ their Speedee Service System featuring 15 cent hamburgers. The restaurant's success led the brothers to begin franchising their concept—nine becoming operating restaurants. At the San Bernadino location, Dick and Mac McDonald 4. _____ their Speedee Service System featuring a limited menu 5. _____ fifteen cent hamburgers, shakes and fries. The brothers sold 14 franchises of which 10 became operating restaurants not including their original location in San Bernardino.

A native Chicagoan, Ray Kroc left high school after his sophomore year to join the World War One Red Cross Ambulance Corps. The war ended before his unit was sent overseas with Ray returning home to earn a living as a 6. _____ and later selling paper cups. In 1939, he became the exclusive 7. _____ of the Multimixer (a milkshake mixing machine). He visited the McDonald brothers in 1954 which led to him becoming their franchise agent. In 1955, Kroc opened the first McDonald's east of the Mississippi river.

Ray Kroc's vision was that there would be 1,000 McDonald's restaurants 8. _____ in the United States. Yet, McDonald's continued to grow and expand into international markets beginning in 1967 opening in Canada and Puerto Rico. Today, the company has over 36,000 restaurants in over 100 nations. The 9. _____ recent opening in Kazakhstan in 2016.

McDonald's restaurants feature designs that incorporate existing architecture and other unique features. The architecture of the McDonald's continues to evolve to meet our customer's 10. _____.

- 0. Move
- 1. Available
- 2. Success
- 3. Introduce
- 4. Perfect
- 5. Include
- 6. Music
- 7. Distribute
- 8. Sole
- 9. Much
- 10. Expect