

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

МАТЕРІАЛИ ІХ МІЖВУЗІВСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО ЦЕНТРУ
КАФЕДРИ ІНОЗЕМНИХ МОВ

“TO MAKE THE WORLD SMARTER AND SAFER”

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The ninth scientific practical student`s, postgraduate`s and teacher`s
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RAY KROC

A.V.Lebedka, Sumy State University, group IT-11
A. M. Dyadechko - E.L. Adviser

Ray Kroc, the man who helped make the fast food industry famous. He expanded a small business into an international operation called McDonald's.

Ray Kroc's story remains an important part of McDonald's history. And his way of doing business continues to influence fast food restaurants that feed people around the world.

Ray Kroc, a high school drop out, attained his first job by employing a bit of dishonesty; the 15 year old young man lied to the military to become an ambulance driver during WWI. The war ended before young Ray could see action, and so Kroc took a job playing piano for a radio station at night and selling paper cups by day. He next became fascinated with a multi-mixer milkshake machine and purchased the marketing rights to it. For the next 17 years, Kroc traveled the country selling his milkshake making miracle to whoever would listen. As he made the rounds to customers, he became intrigued by a hamburger restaurant in San Bernardino, California owned by the McDonald brothers. While the McDonald brothers were satisfied with their small franchise, Kroc believed the burger business had far greater potential. Although Kroc was by then a 53 year old man suffering from diabetes and arthritis and missing both his thyroid and gall bladder, he had a vision of turning the restaurant into a global fast food empire. In 1961, he purchased the McDonalds's franchise. In only a few years, Kroc had sold a billion hamburgers and opened the franchise's 500th store. McDonald's had begun its campaign to take over the world. The Hamburger would be proud.