

Monday.

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# Goodies



## The story of McDonald's

EVER wonder how McDonald's got its 'M' logo? Is it simply because McDonald's starts with the letter 'M'? In fact, the logo has its own story, as does the fast-food chain restaurant. Last month, Stevie's parents went to a cinema and watched *The Founder*. When they returned home, they told Stevie the story of McDonald's and how persistence made an international name.

What would the world be like without McDonald's?

I don't know, but I can tell you what happened before it came.



### Editor's Note

Hi! When I was in school, I had to study the works of William Shakespeare. I found those lessons really boring and I could not understand what the plays were about because the language was so difficult. But now that I am older, I can see how important he was to the English language. English speakers today still use his quotes in everyday life, such as 'all that glitters is not gold' and 'if music be the food of love, play on'. He also invented many words like 'green-eyed', which means being jealous and 'cold-blooded' to describe murderers who have no feelings! To learn more about Shakespeare's works, turn to page G09.



Simon

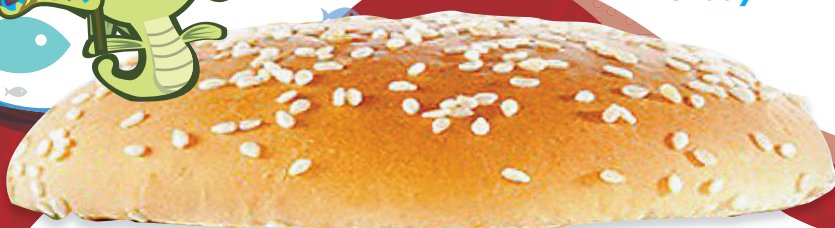






Catherine

Now I can finally know how this fast food business came to be!



ONCE upon a time, there lived a man who dreamed big — he wanted to be a great **entrepreneur**. He worked in different jobs, but in none of them could he find success.

One day, this man visited a restaurant where he was **stunned** by the **efficiency** and **effectiveness** of its operation. The restaurant owners were two brothers called Dick and Mac McDonald. What was so special about the restaurant was that it only concentrated on a few items like burgers, fries and beverages.

This man asked the brothers if they could work together to grow the business. The brothers said yes, and they became working partners. However, they had very different **visions** — this man dreamed big while the two brothers were not happy with his ambitions. Guess what happened in the end? This man kicked the brothers out of the business and took over the restaurant. Oh, that was not very nice, was it?

The restaurant is called McDonald's and this determined man was named Ray Kroc. When he had an interview he answered questions of how he created a restaurant business and became an overnight success. Ray Kroc said, "I was an overnight success alright, but 30 years is a long, long night."

It took Ray 30 years to **materialise** his dream. What did he believe in? Persistence.



**Who designed the logo?**  
IT is not easy to say who designed the logo of McDonald's because it has evolved over the years into what it looks like today, but the inspiration came from the McDonald brothers who wanted something that looked like 'golden arches'.



Smurfs toys came with the recent McDonald's happy meals. Give some colours to these smurfs.

