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sales, the business was marked for extinction due to heavy competition from Hamilton Beach-brand mixers. Too old to start again from scratch, the middle-aged salesman believed the comfortable existence he and his wife, Ethel, led in suburban Arlington Heights, Illinois, would vanish if this venture failed.

RAY KROC, McDONALD'S, AND THE FAST-FOOD INDUSTRY I - Wiley

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Opening on April 15, 1955, the store rang up a respectable 366.12 in sales, and quickly became profitable. Kroc watched over the store with the vigilance of a new mother, 182 FORBES GREATEST BUSINESS STORIES OF ALL TIME personally overseeing the kitchen and scraping gum off the parking lot with a putty knife.

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2 FORBES GREATEST BUSINESS STORIES OF ALL TIME century, prior to my grandfather's efforts, business reporting consisted of not much more than dry statistics. There was little attention regularly paid by the press to the people behind the figures. In a very real way,

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of copier. "The Forbes men were impressed," the magazine continued. "The president was a sincere, enthusiastic, extremely articulate man. He believed in what [the company was] doing. He had the facts and figures right at his fingertips. He understood finance and he understood technology.

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