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Answer Key

Episode 104 – Kentucky-Fried Success Story

1. London, Kentucky
2. Colonel Sanders
3. Sander's Café
4. Motel
5. He put a sample motel room right in his restaurant so that people could examine the quality of the facilities. This was to entice them to stay in the motel.
6. Railroad fireman, political candidate, steamboat operator, insurance salesman
7. He cooked for his family since the age of seven, and built his restaurant and motel. When the interstate was built it bypassed his motel and restaurant so he sold it but kept the recipe for his chicken. He started selling franchises using his secret recipe
8. At 74 sold 600 franchises
9. imagination, hard work, persistence, charm