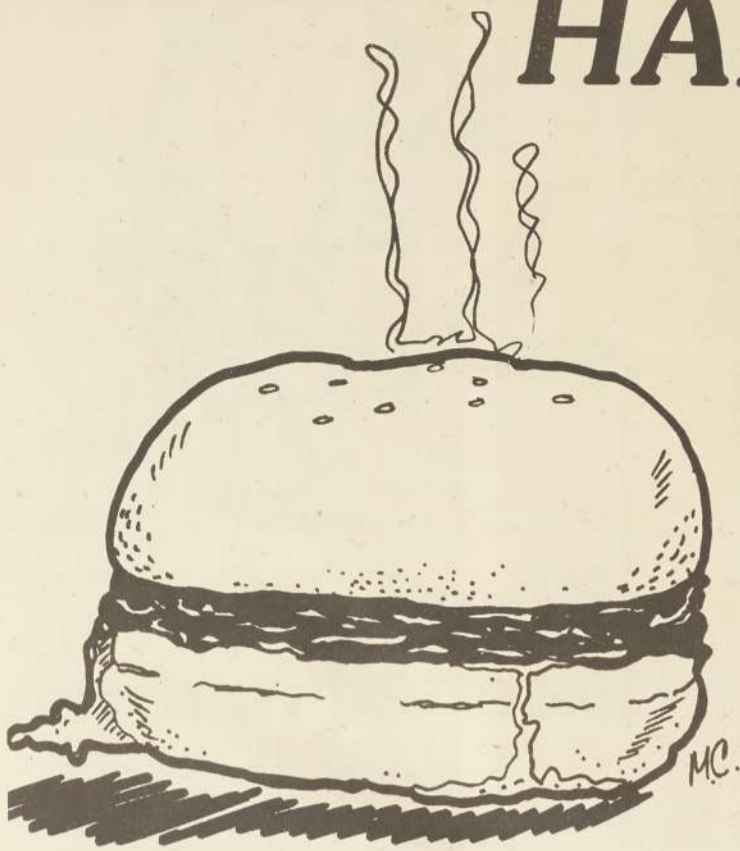


# HAMBURGERS



## Fast food freaks find heaven on a bun

Fast food businesses are as prominent in this country as cars on the highways. MacDonalds, A&W, Burger King, Burgerville, Burger Country, Mr. Burger, burger, burger, burger...

The "burger joints" serve as hang outs for teens, lunch places for on-the-rush business men, and havens for tired mothers. Most are tasty, and all are convenient. Someone else does the cooking, and someone else cleans the mess.

The person who invented fast food restaurants should be thanked. It speeds up the way of life, as if life wasn't going fast enough already. More people are likely to choke on hamburger than over a nice quiet meal at home. Not only that, indigestion runs higher among fast food eaters than any others.

Like gas stations, burger stands are always located across from other burger places to give people a choice on which way they want their poison.

Some people think all fast foods taste alike; these same people can not tell the difference between Coke and Pepsi. Different burgers taste different at different burger places.

Some burgers come with all the trimmings, some have tomatoes, some not, some have pickles, and some have mustard. Some have that thousand island dressing, and some use mayo and ketchup. Depending on taste, the burger connoisseur can always find a burger to his liking somewhere.

Various places use various slogans and gimmicks to grab the customers' eyes and taste buds. A clown, king, and bear are just some of the few burger "celebrities" around. Slogans like "You Deserve a Break

Today," "Have It Your Way," and others can twist minds until the customer is so hungry from trying to figure out the tongue twisters he ventures out for some quick energy.

"Can I take your order please," says a pretty girl at the counter. Ever notice how young these employees are? That's right, fast food franchises employ more teenagers than any other business. Is it because they can stay on their feet longer, or is it because they never get tired of the food? Either way, every burger is made, wrapped, and handled by at least two teens before it is given to the customer.

The turnover at these places is big. At Burger King on McLoughlin, for example, the turnover is 300 percent according to store manager Chloe Wray.

Wray has managed Burger King for close to two years and says she enjoys it. Each morning at 8:30, she is there opening the store and doing paper work and goes home anywhere from 5 to 8 p.m. still doing paper work.

She managed at Taco Bell when she was 19 and then became a secretary for the University of Oregon Health Services Center.

"After about a year I got bored with secretarial work," Wray said. She then applied

**"Yes I'd like a hamburger and some fries please." "Hey lady I want a new burger, this one's cold." "Whata ya mean ya ain't got no root beer?" ...**

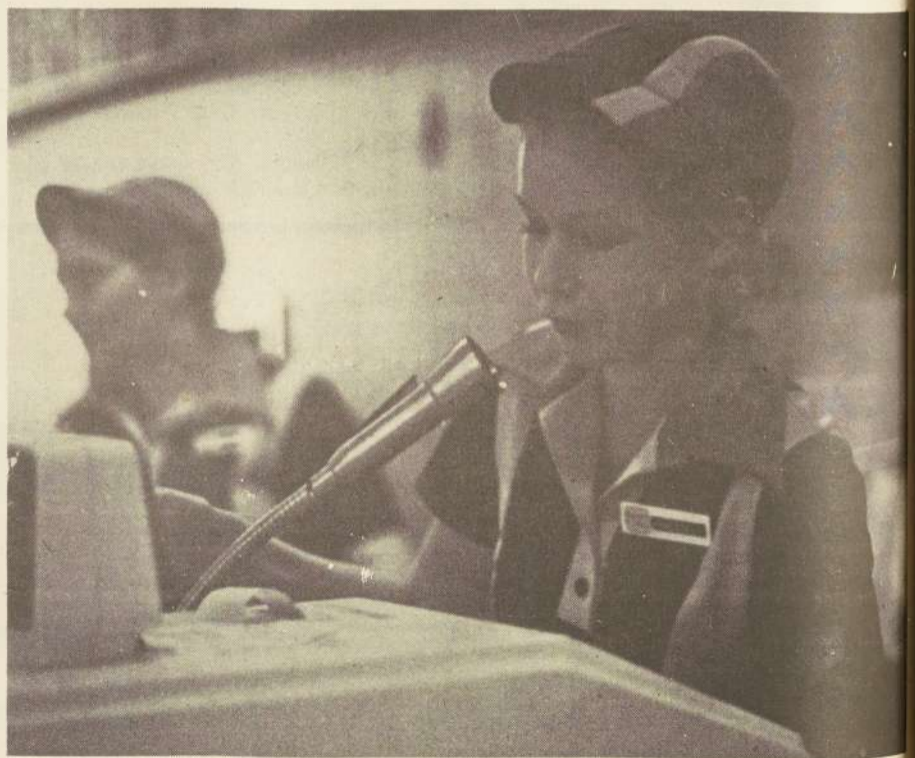
for manager at Burger King and is now store manager.

"I had a choice of either managing for Burger King or Kentucky Fried Chicken." Why did she pick burgers over fowls? "I like the food. Besides," continued Wray, "I don't like to cut up chickens."

Currently, Wray has 30 crew members, more than 80 percent under 18. Wray says she likes to work with teenagers because, "I look at them and think, 'Did I do that?'" The answer, "Yes."

"I think it's important for kids to know that I went through some of the same things they're going through now and it will get better."

"Burger King is directed more to little kids," comments Wray. "Kids tend to bring their parents in and if they're treated right, they'll want to bring their parents back." Burger King caters to the tots by offering them a free toy everytime they come in. "Besides," Wray says, "those kids are our future customers." Maybe even future employees.



Young labor keeps burgers flowing out of fast food chains.

Photo by Leanne Lally

