

McDONALD'S

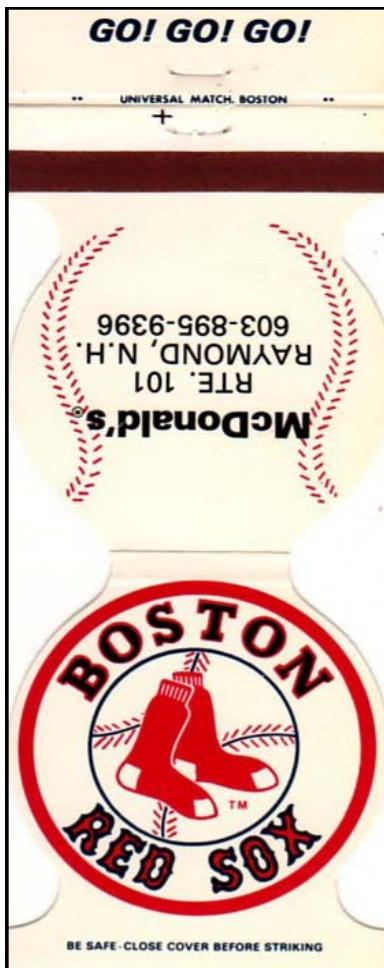
Ray Kroc mortgaged his home and invested his entire life savings to become the exclusive distributor of a five-spindled milk shake maker called the Multimixer. Hearing about the McDonald's hamburger stand in San Bernardino, California, running eight Multimixers at a time, he packed up his car and headed West. It was 1954. He was 52 years old. Ray had never seen so many people served so quickly when he pulled up to take a look. Seizing the day, he pitched the idea of opening up several restaurants to the brothers Dick and Mac McDonald, convinced that he could sell eight of his Multimixers to each and every one. "Who could we get to open them for us?" Dick McDonald said. "Well," Kroc answered, "what about me?"

Ray Kroc opened the franchised McDonald's in Des Plaines, Illinois, in 1955. First day's revenues-\$366.12! No longer a functioning restaurant, the Des Plaines building is now a museum containing McDonald's memorabilia and artifacts, including the Multimixer!

Ronald McDonald, second only to Santa Claus in terms of world-wide recognition, made his first TV appearance in 1963; the happy clown was portrayed by none other than Willard Scott. *[I never knew that!]*

In 1965, McDonald's went public with the company's first offering on the stock exchange. A hundred shares of stock costing \$2,250 dollars that day would have multiplied into 37,180 shares today, worth nearly \$1.8 million on December 31, 1997. In 1985, McDonald's was added to the 30-company Dow Jones Industrial Average. In 1967, when Jim Delligatti needed a bigger sandwich to feed the construction workers who came into his Pittsburgh restaurant, he invented the Big Mac. Now a global phenomena, The Economist magazine has created the Big Mac Index as a gauge to measure purchasing power parity around the world.

Introduced in 1973, the Egg McMuffin was developed by owner operator Herb Peterson. In 1974, Fred Hill of the Philadelphia Eagles teamed up with McDonald's to create Ronald McDonald House. Here the



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families of critically ill children have a place to call home while they're away from home as the young patients undergo treatment.

The Happy Meal was introduced in 1979, with clubs the world over now collecting Happy Meals toys and boxes. "McDonald's Express" is one of the company's newest concepts...for a world that can't slow down!. McDonald's is popping up in more non-traditional locations like Amoco and Chevron stations, with full menu offerings and dining room seating.

McDonald's currently has over 22,000 restaurants in 109 countries on six continents. McDonald's first began to expand internationally in 1967 with the opening of restaurants in Canada and Puerto Rico. Kuwait City, Kuwait, for example, is pretty far from Des Plaines, Illinois, but that didn't stop 15,000 customers from lining up on opening day in 1994. The line at the drive thru was seven miles long. During the first twenty years of its international expansion, McDonald's opened - on average - two countries per year. McDonald's opened twelve new markets in 1996 alone. In fact, in the last three years, McDonald's has entered 31 new countries.

Interesting McDonad's trivia: the northernmost McDonald's is located on the Arctic Circle in Rovaniemi, Finland; the southernmost McDonald's is located in Invercargill, New Zealand. the easternmost McDonald's is in Gisborne, New Zealand; and, the westernmost McDonald's is in Western Samoa. McDonald's largest market outside of the US is Japan— "Makadonaldo" first opened in 1971 on the world-famous Ginza. Since its founding in 1955, McDonald's has sold well over 100 billion hamburgers. McDonald's prepares more than 6.8 million pounds of French fries every day to meet customer demand. More than 50,000 students from all over the world have graduated with "Bachelor of Hamburgerology" degrees from the international management training facility located in Oak Brook, IL.

For a fast food chain, there is a fairly startling number and variety of covers, here. Jack Barnes, NH, has the best collection I know of...some 90 covers: 20s, 30s, Jewelites, foreign, even an error. Jack's assistance here has been invaluable, and thanks also to Rich Greene, Kevin Fleming, and Bob Borton. By the way, Jack's never seen any McDonald's cover with Ronald McDonald...anyone have any? [Thanks to <http://www.mcdonalds.com>]

