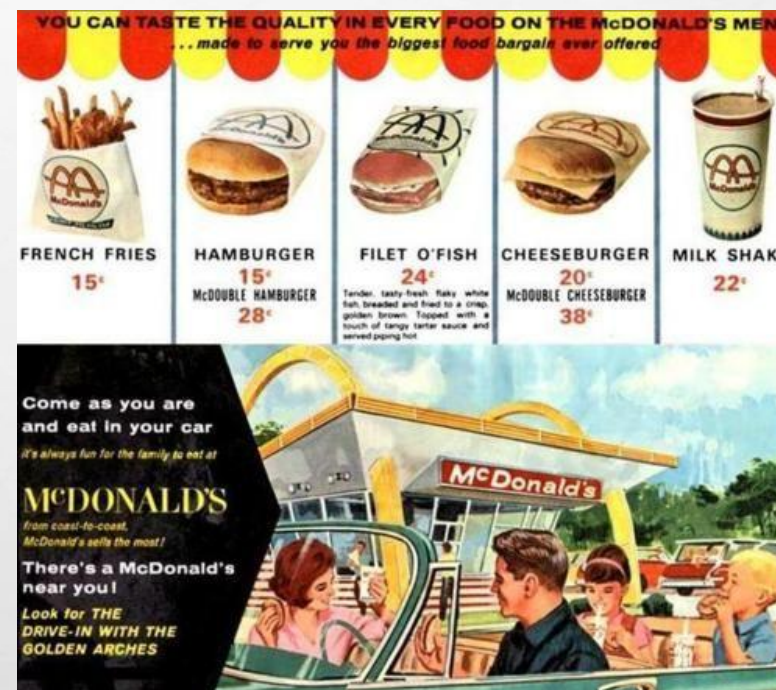
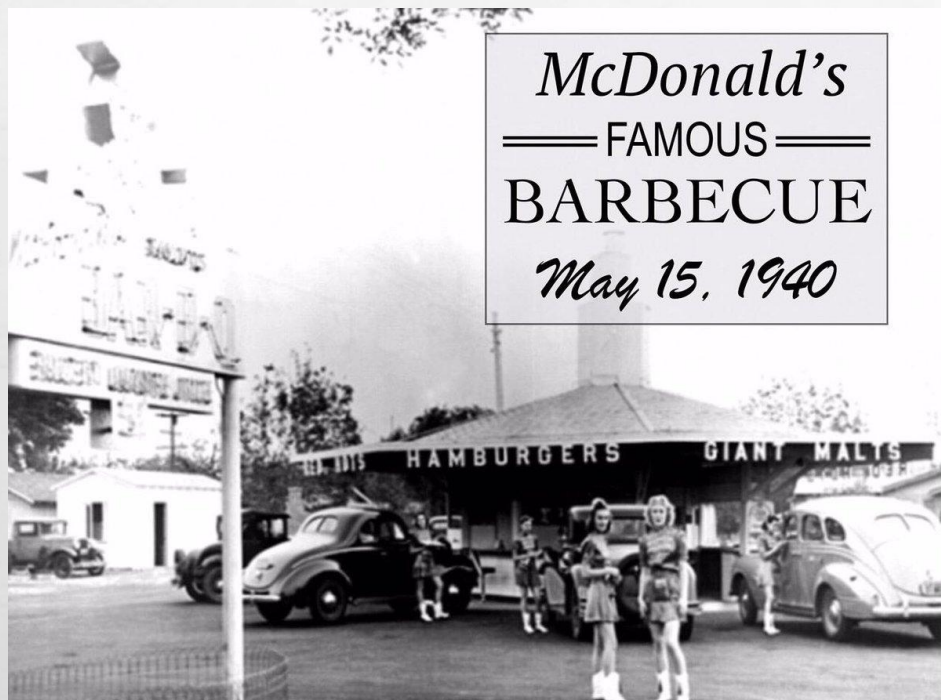


# **MCDONALD'S**

**HISTORY OF MCDONALD'S**



# MCDONALD'S BAR-B-QUE





# JOINING OF RAY KROC



# MCDONALD'S CORPORATION





# RONALD MCDONALD



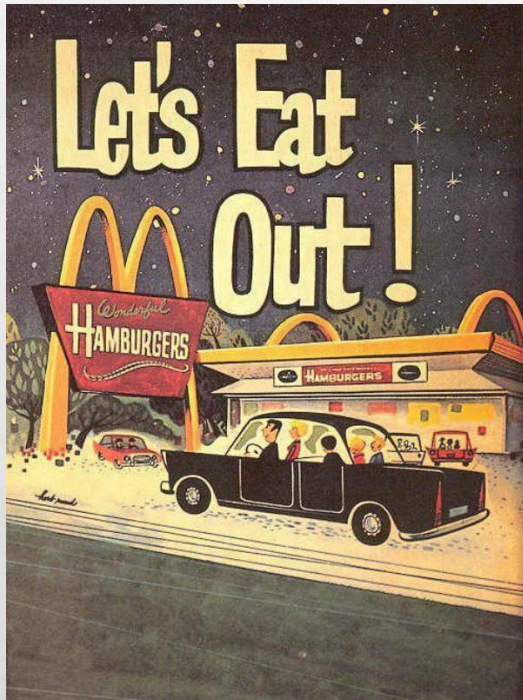
## McDonaldland

# GROWTH OF MCDONALD'S





# GROWTH OF MCDONALD'S



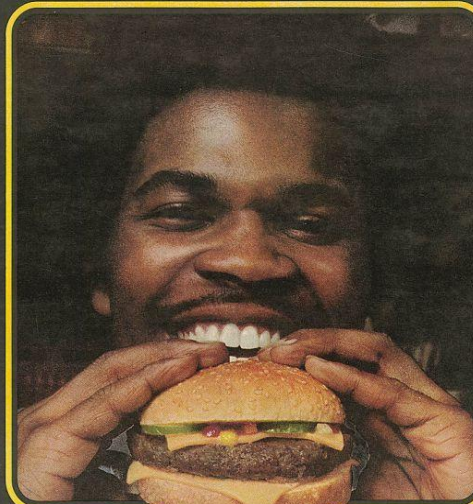
**THE BIG MEAL.  
IT'S A GREAT DEAL FOR DINNER.**

Grab the Big Meal at McDonald's.  
And you'll have yourself a Big Mac, a very large  
order of fries, and a great big drink.  
All of which should make your stomach very happy.  
Not to mention your wallet.



**The Big Meal**

**You deserve a break today. McDonald's**



**QUALITY IS MAKIN' IT...**

**McDonald's** **We do it all for you.**

Make it with ground beef that's 100% pure and leaner than most beef you buy at the store.  
Make it with fish that's U.S. government inspected...  
Make it with potatoes that are U.S. #1.  
Make it with care and attention, so you always know what you're getting...  
Make it fast, so you get it good and hot.  
Make it so good that you know McDonald's is quality you can taste.

© 1976 McDonald's & Company, Inc.

**Give our best to your family.**



© 1977 McDonald's Corporation

You can count on nothing but the best from McDonald's® restaurants. Pure 100% beef that's probably even leaner than the kind you serve at home.  
Perfect fries. Pipin' hot pies. Breakfast dishes that are really delicious. And fish that never tastes "fishy"... just good.  
Those are but a few of the quality dishes we serve with pride at McDonald's®. But what we're always proudest to serve is you.

**We do it all for you** **McDonald's**



# CRITICS





# CHARITY



RONALD MCDONALD  
HOUSE CHARITIES