

# **MCDONALD'S**



**HISTORY OF MCDONALD'S**



# MCDONALD'S BAR-B-QUE



YOU CAN TASTE THE QUALITY IN EVERY FOOD ON THE MCDONALD'S MENU  
...made to serve you the biggest food bargains ever offered

				
FRENCH FRIES 15¢	HAMBURGER 15¢ McDOUBLE HAMBURGER 28¢	FILET O'FISH 24¢ <small>Tender, tasty fresh flaky white fish, breaded and fried to a crisp, golden brown. Topped with a touch of tangy tartar sauce and served piping hot.</small>	CHEESEBURGER 20¢ McDOUBLE CHEESEBURGER 38¢	MILK SHAKE 22¢

Come as you are  
and eat in your car  
*It's always fun for the family to eat at*

**MCDONALD'S**  
*from coast-to-coast,  
McDonald's sells the most!*

There's a McDonald's  
near you!

Look for THE  
DRIVE-IN WITH THE  
GOLDEN ARCHES



# JOINING OF RAY KROC



# MCDONALD'S CORPORATION



# RONALD MCDONALD

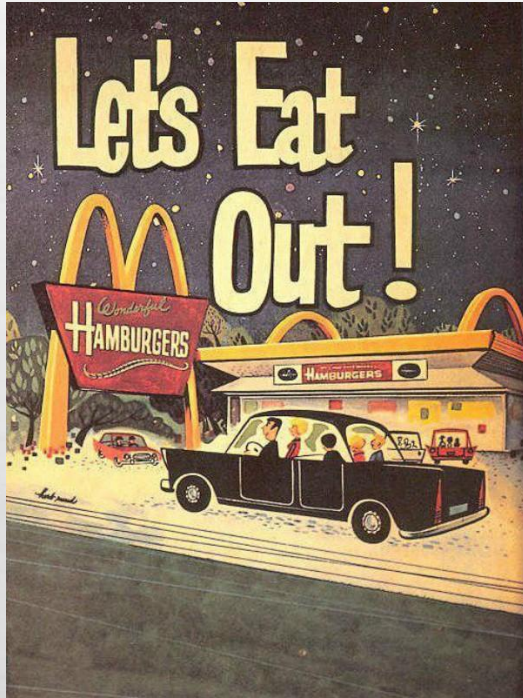


**McDonaldland**

# 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...**

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.

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

**Give our best to your family.**

© 1976 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

®