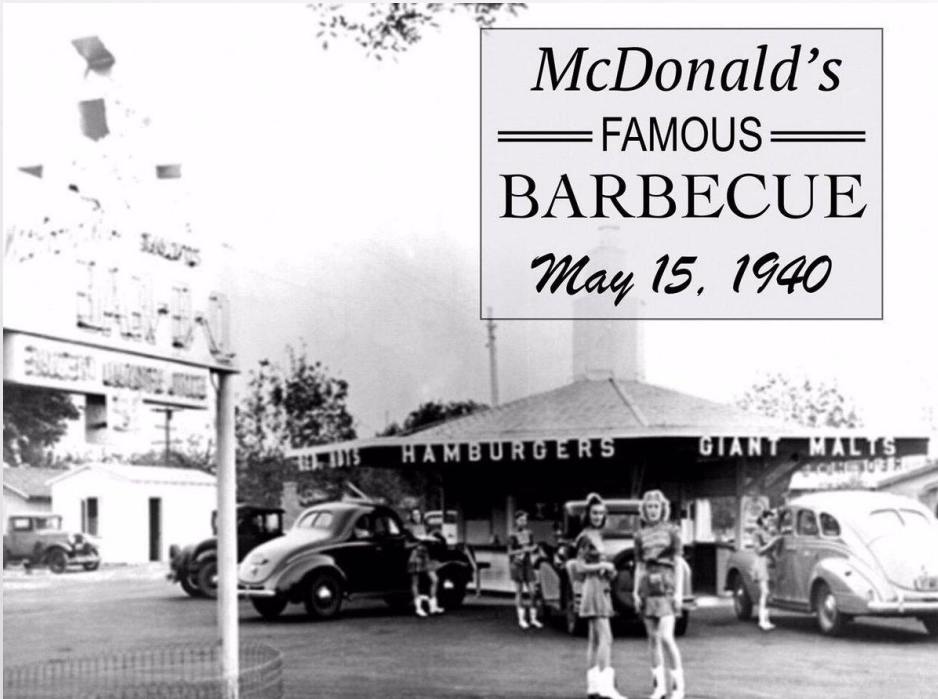


MCDONALD'S


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

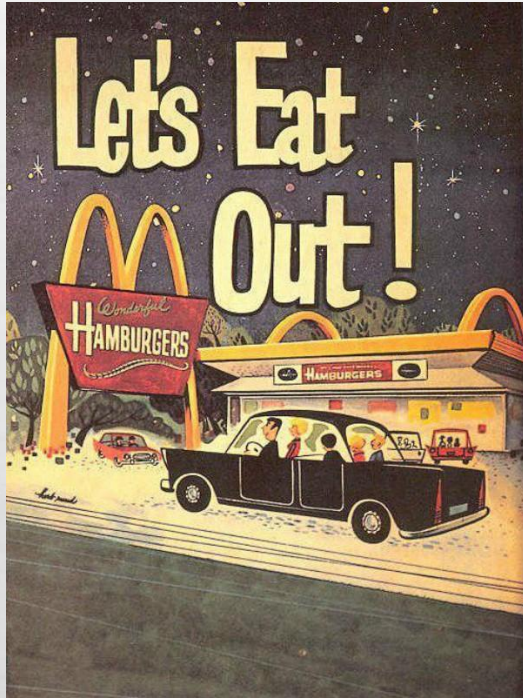


McDonaldland

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

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QUALITY IS MAKIN' IT...

McDonald's We do it all for you.

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

© 1976 McDonald's Corporation

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

®