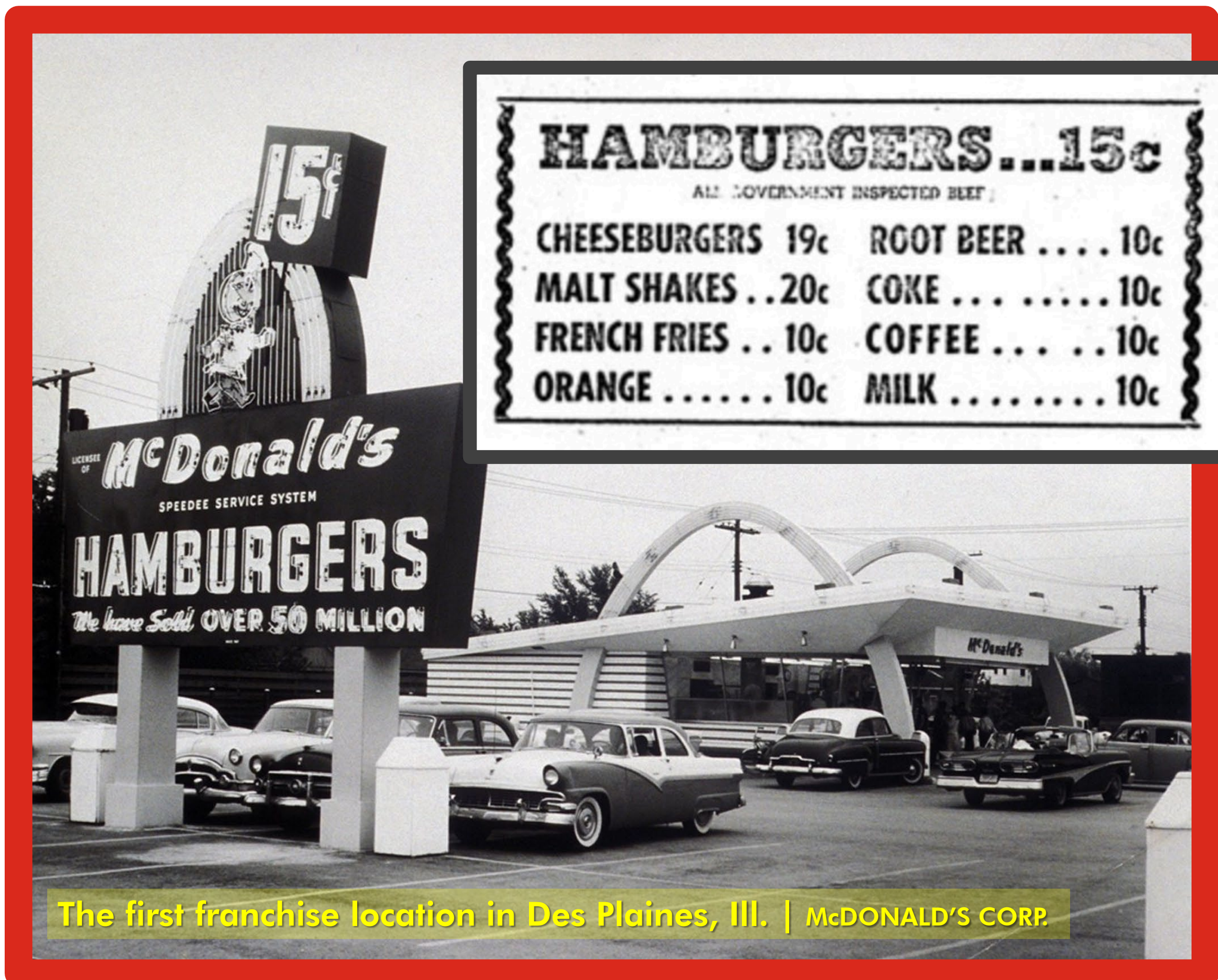


1955

McDonald's



The first franchise location in Des Plaines, Ill. | MCDONALD'S CORP.

HAMBURGERS...15c
ALL GOVERNMENT INSPECTED MEAT
 CHEESEBURGERS 19c ROOT BEER 10c
 MALT SHAKES ..20c COKE 10c
 FRENCH FRIES .. 10c COFFEE 10c
 ORANGE 10c MILK 10c

Burger Beginnings

Brothers Richard and Maurice McDonald enjoyed modest success with the original McDonald's in San Bernardino, California, in 1948.

But it was salesman Ray Kroc who grew the idea with his 1955 founding of McDonald's Corporation and the first McDonald's franchise in Des Plaines, Illinois, a Chicago suburb.

Kroc's contentious relationship with the McDonald brothers was contentious, with Kroc eventually purchasing the McDonald's name. His franchising model would eventually grow to become the world's largest food service company that would set the standard for the fast food concept and forever the restaurant and dining industry.

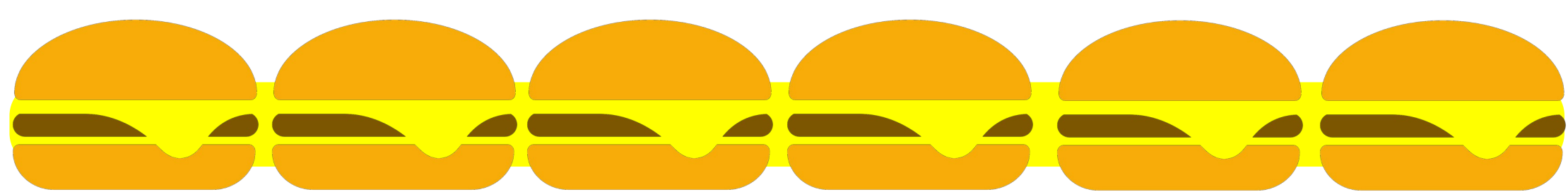
According to the company, Kroc's first restaurant is considered to be the "first" McDonald's, and Kroc the founder.



The McDonald brothers' original restaurant in San Bernardino, Calif. | MCDONALD'S CORP.



Founder Ray Kroc
MCDONALD'S CORP.



Defining Fast Food

Key to McDonald's success was its Speedee system, a method for making and selling hamburgers cheaply and in mass quantities.

Based on automobile industry assembly lines, McDonald's kitchens were mechanized to support quantity and quickness, with employees assigned specific tasks, no table service, and no customer special orders.



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Creepy Mascots

Speedy, the original, disturbing bun-faced man was later replaced by scary clown Ronald McDonald and his nightmare-inducing friends.



MCDONALD'S CORP.

Golden Arches on the Silver Screen

As a cultural touchstone, McDonald's has been the subject of books, movies, and TV shows, including these titles:



The Founder
2016

Super Size Me
2004

McMillions\$
2020

A docu-drama McDonald's origin story starring Michael Keaton as Ray Kroc.

Documentary filmmaker experiments with health effects of a McDonald's-only diet.

Weird, true story of fraud and corruption in McDonald's Monopoly sweepstakes.

MEANWHILE IN SEATTLE Dick's opens 2nd location

While McDonald's didn't arrive in Seattle until 1962, local hamburger institution Dick's Drive-In opened its second location on Broadway in 1955. (The original Dick's Wallingford restaurant opened in 1954.)



SEATTLE MUNICIPAL ARCHIVES