



McDONALD'S HISTORY LISTING

- 1948** In December, Dick and Mac McDonald open the first McDonald's in San Bernardino, California.
A little hamburger man called "Speedee" becomes the company logo.
- 1954** Ray A. Kroc, a Multimixer salesman from Oak Park, Illinois, visits Dick and Mac's San Bernardino McDonald's, his curiosity initially aroused by the large number of Multimixers they were buying.
Ray Kroc becomes the exclusive national franchise agent for the McDonald's brothers.
- 1955** On April 15, Ray Kroc opens his first McDonald's in Des Plaines, Illinois.
In July, Ray Kroc opens his second McDonald's restaurant in Fresno, California, operated by Art Bender, Ray Kroc's first franchisee.
Total sales for the company are \$193,772.
- 1956** McDonald's Corporation adds 12 restaurants, including Chicago (2), Skokie, Waukegan, Joliet, and Urbana, Illinois; Hammond, Indiana; Los Angeles (2), Torrance, and Reseda, California; and Dallas, Texas.
Ray Kroc hires Fred Turner as a grillman in his # 1 store in Des Plaines.
- 1957** McDonald's becomes known for the motto "QSC" for Quality, Service, and Cleanliness. Ray Kroc personally delivers free hamburgers to Salvation Army workers in Chicago during Christmas.
At year end, sales for McDonald's 40 restaurants totaled \$3,841,327.
- 1958** McDonald's sells its 100 millionth hamburger.
Fred Turner becomes Vice President of the company.
McDonald's annual sales skyrocket 151% over the previous year to \$10,896,163.
- 1959** The 100th restaurant opens in Fond Du Lac, Wisconsin.
In total, a record 66 restaurants open.
McDonald's begins billboard advertising.
- 1960** McDonald's celebrates its 5th anniversary, opening its 200th restaurant in Knoxville, Tennessee.
Annual sales total \$37,579,828.
Ad campaign cheers on the "All American Meal" -- a hamburger, fries, and milk shake.

- 1961** Ray Kroc buys out the McDonald brothers for \$2.7 million.
- Hamburger University opens in the basement of the Elk Grove Village, Illinois, McDonald's restaurant and confers Bachelor of Hamburgerology degrees to the first graduating class.
- A modernistic "M" slashed with a line symbolizing the Golden Arches replaces "Speedee" as the company's logo.
- "Look for the Golden Arches" becomes the company's first advertising theme.
- 1962** "Go for Goodness at McDonald's," a new advertising theme, is introduced.
- First national magazine ad in *Life Magazine's* October 5 issue.
- McDonald's in Denver, Colorado becomes the first restaurant with inside seating.
- 1963** The 500th McDonald's restaurant opens in Toledo, Ohio.
- Hamburger University graduates its 500th student.
- Ronald McDonald makes his debut in Washington, D.C.
- The Filet-O-Fish sandwich is created by Lou Groen, McDonald's franchisee, and was added to the national menu in 1965.
- 1964** At year end, there are 657 restaurants.
- The company's gross sales hit \$130 million.
- 1965** McDonald's celebrates its 10th anniversary with the first public stock offering at \$22.50 per share.
- Average annual sales for a McDonald's restaurant are \$249,000.
- Ronald McDonald makes his first appearance in the Macy's Thanksgiving Day Parade.
- Network television advertising begins.
- 1966** Ronald McDonald appears in his first national television commercial.
- In May, McDonald's holds its first annual public shareholder's meeting.
- On July 5, McDonald's is listed on the New York Stock Exchange with the ticker symbol MCD.
- McDonald's exceeds \$200 million in sales.
- 1967** The first international McDonald's restaurants open in Canada and Puerto Rico.
- The Operator National Advertising Fund (OPNAD) begins operation.
- 1968** The Big Mac and Hot Apple Pie are added to the menu.
- The 1,000th restaurant opens in Des Plaines, Illinois.
- McDonald's opens in Hawaii.
- Average annual sales for McDonald's restaurants open at least 13 months are \$333,000.
- 1969** McDonald's International Division is formed.
- The new McDonald's mansard roof building design is introduced to replace the "red and white" design.

1970 Christmas gift certificates are introduced.

The 1,500th restaurant opens in Concord, New Hampshire.

A McDonald's in Bloomington, Minnesota is the first to reach \$1 million in annual sales.

McDonaldland becomes the setting of a new series of commercials created for children.

1971 "You Deserve a Break Today" becomes the new advertising theme.

Hamburglar, Grimace, Mayor McCheese, Captain Crook, and the Professor join Ronald McDonald in McDonaldland.

Home Office is moved from Chicago to Oak Brook, Illinois.

The first McDonald's Playland opens in Chula Vista, California.

1972 McDonald's becomes a billion dollar corporation on December 17.

The 2,000th restaurant opens in Des Plaines, Illinois.

Ray Kroc receives the Horatio Alger Award.

Stock splits for the fifth time, making 100 shares of 1965 stock equal to 1,836 shares.

1973 McDonald's makes the cover of *Time Magazine*.

2,500th restaurant opens in Hickory Hills, Illinois.

Fred Turner becomes President and Chief Executive Officer.

Quarter Pounder is added to the national menu.

1974 3,000th McDonald's opens in Woolwich, England.

McDonald's opens first restaurant in a zoo in Toronto, Canada.

The first Ronald McDonald House opens in Philadelphia, Pennsylvania.

By year end, total sales for the company approach \$2 billion.

"Two all beef patties special sauce lettuce cheese pickles onionsonasesame seed bun" promotion introduced our famous advertising jingle for the Big Mac.

1975 Egg McMuffin is added to the national menu.

The first drive-thru is established in Sierra Vista, Arizona.

McDonald's celebrates its 20th anniversary.

10,000th student graduates from Hamburger University.

The new campaign, "We Do It All for You," is introduced in April.

1976 4,000th restaurant opens in Montreal, Canada.

McDonald's sales surpass \$3 billion.

McDonald's directors declare the first cash dividend.

“You, You’re the One” advertising campaign is introduced.

President and Chief Executive Fred Turner is named Chairman of the Board of Directors succeeding Ray Kroc, who is named Senior Chairman. Chairman Ed Schmitt is named President and Chief Administrative Officer.

1977 A complete breakfast line is added to our national menu.

The first McDonald’s All American High School Basketball Team is selected.

Ray Kroc celebrates his 75th birthday.

1978 5,000th restaurant opens in Kanagawa, Japan.

The 15,000th student graduates from Hamburger University.

1979 McDonald’s introduces its new advertising theme “Nobody Can Do It Like McDonald’s Can.”

Happy Meals are added to the national menu.

The average annual sales for a restaurant in existence for more than 13 months exceeds \$1 million for the first time.

Four years after the domestic drive-thru concept was introduced, nearly half (2,884) of McDonald’s restaurants have such a facility.

1980 McDonald’s celebrates its silver (25th) anniversary.

Mike Quinlan is elected to the newly created position of President and Chief Operating Officer, McDonald’s USA.

The 6,000th restaurant opens in Munich, Germany.

1981 McDonald’s renews “You Deserve a Break Today.”

There are 5,554 restaurants in the United States and 1,185 internationally, totaling 6,739 restaurants worldwide with sales of over \$7 billion.

The first Ronald McDonald House outside the U.S. opens in Toronto, Canada. By the end of 1981, 32 Ronald McDonald Houses provided shelter annually for an estimated 33,000 families.

The first McDonald’s restaurants in Spain, Denmark, and the Philippines open.

1982 McDonald’s declares its 6th stock split (3-for-2) on September 14, 1982.

Dividend per share rises by 32%.

The American Marketing Association Achievement Award, the marketing profession’s highest honor, was presented to McDonald’s Corporation for excellence in marketing programs.

Mike Quinlan promoted to President and Chief Operating Officer, continuing as President, McDonald’s USA.

1983 McDonald’s restaurants are now located in 32 countries around the world.

The new Hamburger University opens in Oak Brook, Illinois.

There are 7,778 restaurants at year end.

Chicken McNuggets are introduced into all domestic restaurants.

1984 Ray Kroc, Founder and Senior Chairman of the Board of McDonald's, dies on January 14.

Chicken McNuggets introduced in Canada, Japan, France, and Germany, making McDonald's the second largest purveyor of chicken in the world.

In June, McDonald's introduces a new national advertising theme, "It's a Good Time for the Great Taste of McDonald's."

In August, McDonald's stock splits for the second time in two years – the 7th split in the company's history.

In memory of Ray Kroc, Ronald McDonald Children's Charities is established to reflect his beliefs and love for children.

McDonald's celebrates the 10th anniversary of the Ronald McDonald House with a national fundraiser that generates more than \$5 million. At year end, there are 73 Ronald McDonald Houses in the U.S., Canada, and Australia.

The average sales volume for a McDonald's restaurant is \$1,264,00.

1985 The first European Ronald McDonald House opens in Amsterdam, Holland. By year end, there are more than 90 Ronald McDonald Houses open worldwide.

On April 15, McDonald's celebrates its 30th year of operation.

Ray Kroc's first McDonald's restaurant is restored to its original form and reopens in May as the McDonald's #1 Store Museum in Des Plaines, Illinois.

In October, McDonald's Corporation becomes one of 30 blue chip companies listed on the Dow Jones Industrial Average.

1986 McDonald's common stock splits 3-for-2 in June, the 8th split in the company's history.

In July, McDonald's is added to the Tokyo Stock Exchange.

1987 Freshly tossed salads are added to the McDonald's national menu on May 15.

McDonald's announces a 3-for-2 stock split at the company's annual meeting, the 9th split in the company's history.

On June 1, Jim Cantalupo, Controller, becomes President, McDonald's International.

The 30,000th student is granted a Hamburgerology Degree from McDonald's Hamburger University.

1988 *Fortune* Magazine names McDonald's hamburgers among the 100 products America makes best.

George Cohon, President and CEO McDonald's Restaurants of Canada Limited, signs an agreement with the Soviet Union to open a McDonald's in Moscow.

McDonald's opens its 10,000th restaurant in Dale City, Virginia, on April 6.

Ray Kroc is inducted to the Advertising Hall of Fame in recognition of his special contributions to the advertising industry and the community at large.

1989 McDonald's announces a 2-for-1 common stock split at the company's annual meeting, the 10th split in the company's history.

McDonald's opens its 11,000th restaurant in Hong Kong on October 20.

McDonald's Restaurants of Canada Limited brings its restaurant expertise to the Toronto Sky Dome. This first-of-a-kind stadium location has four restaurants, 20 Skysnack locations, 48 beverage stations, and a team of stadium vendors.

1990 On January 31, the first McDonald's restaurant in Moscow opens.

McDonald's, Ronald McDonald Children's Charities, and Worldwide Fund join forces to produce a new environmental education booklet for kids entitled "WEcology."

McDonald's celebrates its 35th birthday on April 15.

McDonald's announces "McRecycle USA," an environmental program that sets a goal to purchase at least \$100 million annually in recycled materials.

Hamburger University celebrates the graduation of its 40,000th student.

McDonald's and the Environmental Defense Fund form a task force to find new ways to reduce, reuse, recycle, and compost solid wastes produced by our restaurants worldwide.

McDonald's and Ronald McDonald Children's Charities join the NBA, NBC Sports, TNT, Nickelodeon Television, and the U.S. Department of Education on the "NBA All-Star Stay in School Program." This coalition urges kids to stay in school by stressing the importance of education and offering special incentives to students and schools.

Life Magazine names McDonald's Corporation Founder Ray Kroc as one of the "100 Most Important Americans of the 20th Century."

McDonald's Corporation lists its common stock on the Swiss Stock Exchange.

McDonald's ranks number one among the 100 most popular and widely held common stocks by individuals and investment clubs throughout the U.S.

McDonald's shareholders of record surpass the 100,000 milestone.

- 1991** Senior Chairman Fred Turner receives the Horatio Alger Award by the Horatio Alger Association of Distinguished Americans.
- “Food, Folks, and Fun” becomes the new advertising theme.
- Hamburger University celebrates its 30th anniversary.
- McDonald's and Ronald McDonald Children's Charities donate \$1.1 million to help families of military personnel stationed in the Persian Gulf.
- McDonald's nationally phases in recycled carry-out bags and recycled fiber napkins.
- 1992** New advertising theme, "What You Want is What You Get" debuts.
- The world's largest McDonald's to date opens in Beijing, China. This two-story 28,000 square foot facility seats more than 700 and employs 1,000.
- National Association of Secondary School Principals recognizes McDonald's for exemplary leadership in education.
- McDonald's serves 10,000 free meals after the Los Angeles riots struck the city.
- McDonald's family and customers raise over \$1.5 million, contributing tons of food and clothing and hundreds of free meals to the victims of Hurricanes Andrew and Iniki.
- McDonald's opens in Warsaw, Poland, breaking records of opening day sales.
- 1993** Big Mac celebrates its 25th anniversary.
- McDonald's coordinates efforts to deliver fresh water, food and supplies to Midwest flood victims and volunteers. Collection canisters in the five most affected states – Illinois, Iowa, Minnesota, Missouri, and Wisconsin – help to raise funds for the American Red Cross relief efforts.
- Money Magazine* ranks McDonald's the “favorite stock” of the 30 companies in the Dow Jones Industrial Average, according to Standard & Poor's evaluation of major brokerage analysts' recommendations.
- McDonald's is the official food service provider at World Youth Day in Denver, Colorado. The event featured Pope John Paul II and President Clinton.
- 1994** The prestigious Catalyst Award is given to McDonald's in honor of our program to foster leadership development of women.
- In June, McDonald's stock splits for the 11th time.
- Ronald McDonald Children's Charities celebrates its 20th anniversary.
- 1995** McDonald's celebrates its 40th anniversary.
- The new advertising theme "Have You Had Your Break Today?" debuts.
- McDonald's receives an “Employer of Choice” Award sponsored by *Restaurant Business*.
- The world's first kosher McDonald's opens in Israel.
- McDonald's reaches its target of purchasing \$1 billion of recycled materials five years ahead of schedule.
- McDonald's and The Walt Disney Company sponsor “The American Teachers Awards” honoring 36 teachers from across the U.S.
- 1996** The first McSki-Thru opens in Lindvallen, Sweden.

- 1997** "Did Somebody Say McDonald's?" is introduced as the new advertising theme.
- 1998** McDonald's opens its first restaurant in the Disney Village Marketplace in Walt Disney World, Orlando Florida.
- 1999** Jack Greenberg is named Chairman and CEO.
Jim Cantalupo is promoted to Vice Chairman and President of McDonald's Corporation.
- 2000** McSalad Shaker salads added to the menu.
New advertising theme, "We love to see you smile" is added.
Chicken McGrill and Crispy Chicken sandwiches are added to the U.S. menu.
- 2001** McDonald's new premiere lettuce and tomato Big N' Tasty sandwich launches on February 16.
The McFamily rallies to support those affected by the September 11 events through donations of food, services and money.
RMHC is named one of the top 100 charities by *Worth* Magazine.
- 2002** McDonald's designates November 20, 2002 as World Children's Day benefiting RMHC and children everywhere.
McDonald's publishes its first-ever Global Social Responsibility Report on April 15, 2002.
McDonald's opens at the Smithsonian National Air and Space Museum.
The Board of Directors names Jim Cantalupo as Chairman and CEO following Jack Greenberg's retirement.
- 2003** McDonald's Premium Salads are added to the national menu. McDonald's and Paul Newman, Founder of Newman's Own, Inc., announce an exclusive alliance to feature Newman's Own all-natural salad dressings served with the new Premium Salads nationwide.
McDonald's launches "Plan to Win," the company's worldwide revitalization plan.
McDonald's Denmark opens the world's first HFC (hydrofluorocarbon)-free restaurant in Vejle, Denmark.
McDonald's Advisory Council on Healthy Lifestyles is created.
McGriddles are added to the national menu.
First global ad campaign, "i'm lovin' it," is launched in Munich, Germany on September 2.

2004 Chairman and CEO Jim Cantalupo passes away on April 19.

Charlie Bell is named President and CEO as Jim Cantalupo's successor.

The Happy Meal celebrates 25 years, 1979-2004.

McDonald's introduces the Go Active! Happy Meal for adults, which includes a choice of four different Premium Salads, bottled water, a Stepometer, and "Step with It!" booklet written by fitness expert Bob Greene.

Chicken Selects are added to the national menu.

Jim Skinner is named CEO after President and CEO Charlie Bell steps down.

2005 "Plan to Win" helps deliver positive comparable sales every quarter in 2004 for all geographic segments, and increased the number of customers served per day by 1.6 million.

Former President and CEO Charlie Bell passes away on January 16.

McDonald's celebrates its 50th Anniversary on April 15.

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