

**Fast Food**

The first hamburger fast-food chain was White Castle, founded in 1916 by J. Walter Anderson of Wichita, Kansas.



The McDonalds Brothers, Richard and Maurice (Dick and Mac), opened the first McDonalds Restaurant in San Bernadino, California, where hamburgers were sold quickly, for only 15 cents.

- The Golden Arches, that were to become the symbol for the McDonald's system, were first added to a red and white tiled restaurant building in Phoenix, Arizona.



1949

Ray Kroc had mortgaged his house and invested his entire life savings to become the exclusive distributor of a milk shake machine called the Multimixer when the McDonald brothers placed an order for eight of them.



# 1954

1960

The first McDonald's jingle played on  
U.S. radio.

The Golden Arches became the Company's logo. The first national advertisement for McDonald's appeared on October 5, in Life magazine.



1962

## **1968**

The Big Mac was added to the menu.

## **1970**

McDonald's offered breakfast for the first time, at a restaurant in Hawaii. McDonald's opened in Alaska.

## **1984**

Ray Kroc, McDonald's Founder and Senior Chairman died on 14th January. Ronald McDonald House Charities (RMHC) was established in his memory.

## **1990**

One of the world's busiest McDonald's opened in Moscow.



## **1993**

McDonald's became the second most recognised brand in the world after Coca-Cola.

## **1995**

McDonald's served over 100 billion hamburgers since 1955.

## **1998**

The last McDonald brother, Richard McDonald, died age 89.

## **2005**

The story is just beginning =)

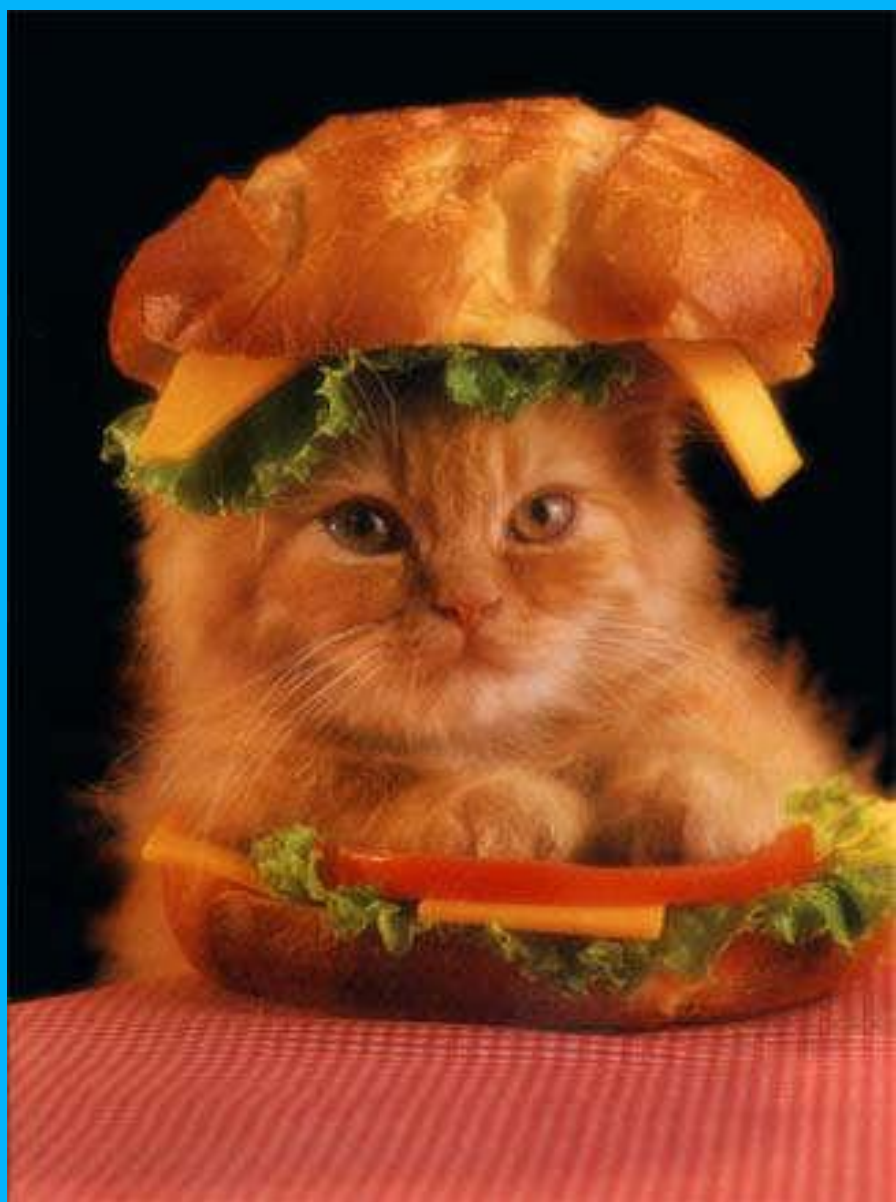
# Hamburgers' Scheme

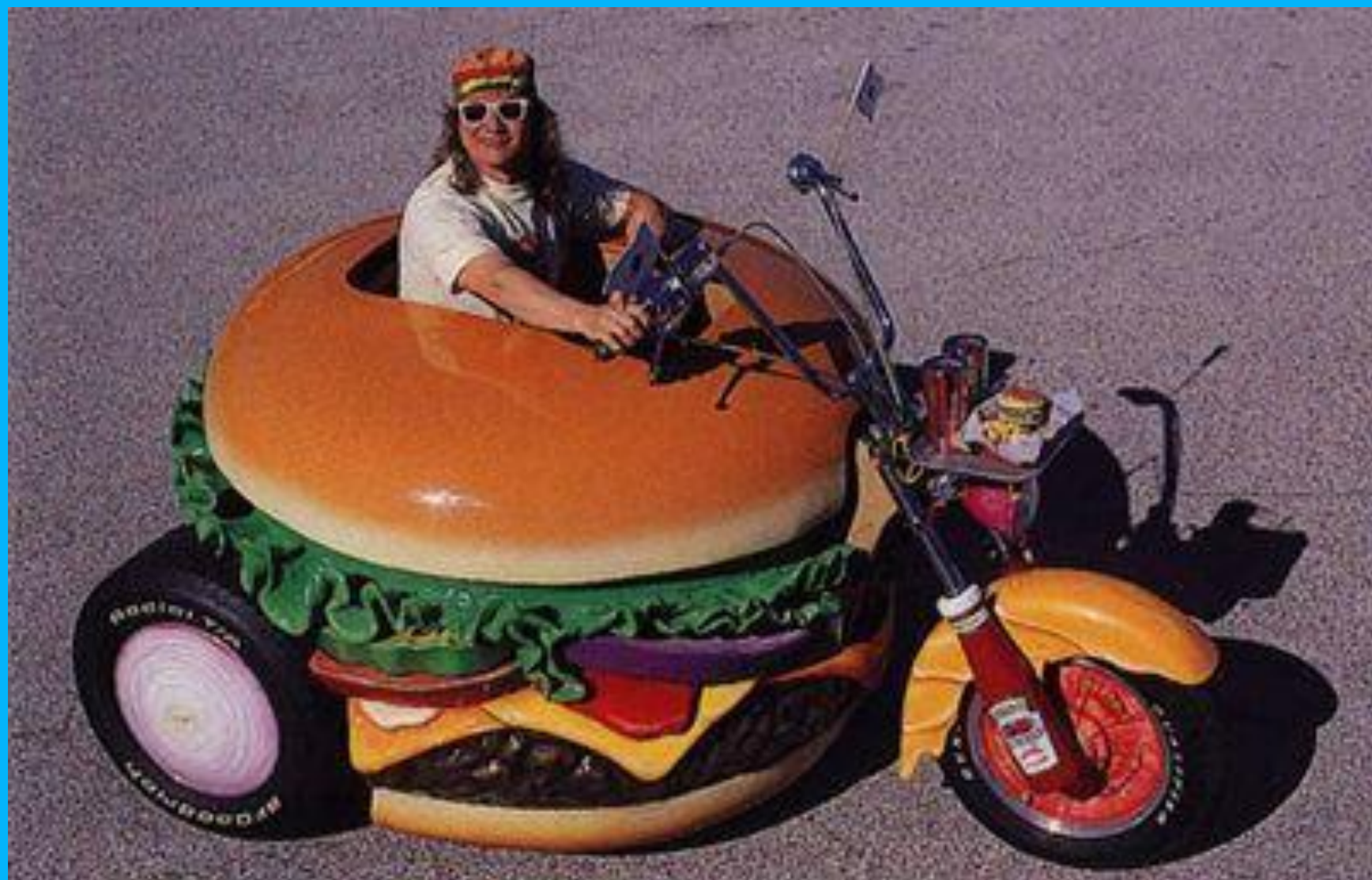


# French fries' Scheme









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 Русские недели в McDonalds







**The End**