



McDonald's...The First 50 Years

Ray Kroc's first franchised restaurant - Des Plaines, Illinois	1955
Ray Kroc's first franchisee - Art Bender, Fresno, California	1955
First corporate logo - Speedee	1955
First computer in the industry used for cooking French fries	1958
First woman franchisee - Lillian McMahon, Pontiac, Michigan	1960
First graduating class at Hamburger University	1961
First national print advertisement appeared in <i>Life</i> Magazine (10/5/62)	1962
First restaurant with indoor seating - Denver, Colorado	1962
First local TV commercial aired	1963
First public stock offering on New York Stock Exchange	1965
First network TV advertising aired	1965
First stock split - 3 for 2 (3/29/66)	1966
First public stockholders' meeting	1966
First international McDonald's restaurant opened - British Columbia, Canada	1967
First African-American franchisee - Herman Petty, Chicago, Illinois	1968
First restaurant to reach \$1 million in sales - Bloomington, Minnesota	1970
First Playland opened - Chula Vista, California	1971
First McDonald's restaurant in a mall - Albany, New York	1971
First Hispanic franchisee - Henry Garcia, Los Angeles, California	1971
First Ronald McDonald House opened - Philadelphia, Pennsylvania	1974
First drive-thru opened - Sierra Vista, Arizona	1975
First Asian franchisee - Ted Tongson - Paris, Texas	1975

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McDonald's...The First 50 Years (*Continued*)

First cash dividend declared by McDonald's board of directors	1976
First national Happy Meal - Circus Wagon theme	1979
First international Ronald McDonald House - Sydney, Australia	1981
First McCafe opened - Sydney, Australia	1991
First restaurant in Antarctica opened - Rovaniemi, Finland	1997
First World Children's Day	2002
First global advertising campaign - <i>i'm lovin' it</i>	2003
First adult Happy Meal - <i>Go Active! Happy Meal</i>	2004

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