McDonald’s is the world’s leading food service in one hundred and eighteen countries. There are more than thirty-four thousand McDonald’s fast food restaurants serving sixty-nine million people in one day. McDonald’s is known to sell hamburgers, cheeseburgers, chicken nuggets, french fries, and of course the Happy Meal. McDonald’s is in all of our lives, but there are some things that not everyone knows, like the start of McDonald’s, the person behind McDonald’s, their food, and present day McDonald’s.

It all started in 1937 when Patrick McDonald opened a local burger joint called The Airdome. This restaurant opened, ”In 1937, Patrick McDonald opened “The Airdome”, a food stand, on Huntington Drive (Route 66) near the Monrovia Airport in Monrovia, California (Wikipedia, History of McDonald’s, 1).” In 1940, Patrick’s sons Dick and Mac McDonald opened McDonald’s Bar-B-Que restaurant in San Bernadino, California. Wikipedia say, ”The McDonald’s restaurant concept was introduced in San Bernardino, California by Richard and Maurice McDonald of Manchester, New Hampshire (Wikipedia, History of McDonald’s, 1).” Dick and Mac were also known as Richard and Maurice. Dick and Mac noticed that the main selling item was their hamburger. They decided to shut down McDonald’s Bar-B-Que and open McDonald’s. They sold hamburgers, cheeseburgers, french fries, shakes, soft drinks, and apple pie. At that time, the hamburgers were only ten
cents, the orange juice was five cents, and the soft drinks were all you can drink. In 1954, Ray Kroc visited McDonald’s because they had bought eight of the blenders he was selling. He called it one of kind. Ray Kroc was a salesman, and he decided to write an article. This article made McDonald’s restaurant famous. In 1955 Ray Kroc opened his own McDonald’s in Des Plaines, Illinois. By 1958 McDonald’s sold their one hundred millionth hamburger, and in 1959 Ray opened his one hundredth restaurant.

In 1963 McDonald’s introduced Ronald McDonald. He was a clown made to bring more children into the restaurant. Wikipedia describes this growing business saying, “A year later, the company sold it’s billionth hamburger and introduced Ronald McDonald, a red haired clown designed to appeal to children (Wikipedia, History of McDonalds, 3).” In 1979 McDonald’s introduced the very famous Happy Meal. In the 1980s McDonald’s underwent a “Burger War”. Two new hamburger restaurants opened. They were competing against Burger King and Wendy’s. It ended up not being a big problem because McDonald’s introduced the Chicken McNuggets and ready to eat salads.

The business was growing bigger, and that required Kroc to need bigger suppliers. Ray Kroc used to get the potatoes for the french fries from 175 local potato farms. He wanted bigger potatoes so he took interest in a farmer named JR Simplot. JR Simplot built huge potato farms. He multi-produced potatoes for McDonald’s french fries. JR Simplot became a top leading potato farmer because of McDonald’s and Ray Kroc. Since Simplot's business went so far there is a chance
that the potatoes that you get from the grocery store and restaurants are the potatoes that McDonald’s uses.

As McDonald’s grew in popularity, not everything was positive. Some of their fame came from popular lawsuits. Since so many people eat at this restaurant, it makes sense that they would see some major lawsuits. Lawsuits like, McDonald’s India - Vikram Bakshi Partnership Case, McLibel, MacJoy, McCoffee, Norman McDonald’s Country Drive-Inn, McChina Wok Away, McMunchies, MacDonald’s, McAllan, McCurry, South African trademark law, the real Ronald McDonald, The McBrat case, H.R. Pufnstuf/McDonaldland, McSleep, Viz top tips, Beef French fries, Coalition of Immokalee workers, Strip search Suit, Fries advertisement, and “McMatch and Win Monopoly” Promotion. The McDonald’s India - Vikram Bakshi Partnership Case was a partnership lawsuit. The McLibel was a defamation lawsuit. The MacJoy, McCoffee, Norman McDonald’s Country Drive-Inn, McChina Wok Away, McMunchies, MacDonald’s, McAllan, McCurry, South African trademark law, the real Ronald McDonald, and The McBrat case were all trademark and copyright lawsuits. The Coalition of Immokalee workers and the Strip search Suit were both labor lawsuits. The Fries advertisement and the “McMatch and Win Monopoly” Promotion were both advertising lawsuits. All of these were cases that McDonald’s filed against others. Cases brought against McDonald’s were H.R. Pufnstuf/McDonaldland, McSleep, Viz top tips, and Beef French fries lawsuits.

The H.R. Pufnstuf/McDonaldland lawsuit happened in 1973. Sid and Marty Krofft created a character named H.R. Pufnstuf. McDonald’s had a TV show and it
had the character Mayor McCheese. The Kroffts claimed that they stole the idea of H.R. Pufnstuf. The Krofft’s won the case and McDonald’s had to pay more than a one million dollar fine. As Wikipedia states, “The case was later remanded as to damages, and McDonald’s was ordered to pay the Kroffts more than $1 million (Wikipedia, McDonald’s legal cases, 5).”

The McSleep lawsuit happened in 1988. Choice Hotels wanted to create an inn called McSleep. McDonald’s asked them not to because the name was infringed. Then, the hotel company filed a suit saying the name wasn’t infringed. Wikipedia says, “In 1988, Quality Inns (now Choice Hotels) was planning to open a new chain of economy hotels under the name "McSleep." After McDonald’s demanded that Quality Inns not use the name because it infringed, the hotel company filed a suit in federal court seeking a declaratory judgment that "McSleep" did not infringe. McDonald’s counterclaimed, alleging trademark infringement and unfair competition. Eventually, McDonald's prevailed. The court's opinion noted that the prefix "Mc" added to a generic word has acquired secondary meaning, so that in the eyes of the public it means McDonalds, and therefore the name "McSleep" would infringe on McDonald's trademarks (Wikipedia, McDonald’s legal cases, 6).”

The Viz top tips case happened in 1996. Viz was an adult comic book. They accused McDonald’s of plagiarizing the name of it’s “Top Tips”. Top Tips were sarcastic tips given in the comic book. Here is Viz’s Top Tip, ““Save a fortune on laundry bills. Give your dirty shirts to Oxfam. They will wash and iron them, and then you can buy them back for 50p.” – Viz Top Tip, published May 1989(Wikipedia,
McDonald’s legal cases, 6). Here is McDonald’s phrase, “Save a fortune on laundry bills. Give your dirty shirts to a second-hand shop. They will wash and iron them, and then you can buy them back for 50p.” – McDonald’s advert, 1996 (Wikipedia, McDonald’s legal cases, 6).

The Beef French fries lawsuit occurred from the early 1990s until 2002. Vegetarians and some religious groups filed a suit against McDonald’s because beef flavoring is added to the french fries in the production process and McDonald’s said that the french fries were vegetarian friendly. McDonald’s agreed to give one hundred million dollars to vegetarians and religious groups.

Today McDonald’s is a popular fast food restaurant. It was started by Patrick McDonald and passed down to his sons Dick and Mac. Ray Kroc visited McDonald’s and instantly fell in love with it. He opened his very own McDonald’s that turned into a nation wide fast-food restaurant. They went through lawsuits on the way, but they made it through. Now they are a wildly successful fast food restaurant that has gone worldwide.