

# Business English



‘The first McDonald’s franchise restaurant that Kroc was responsible for opened in 1955, in Illinois. Like the earlier franchises, the building was red and white, and used the Golden Arches logo. Both Kroc and the McDonald brothers wanted to control the company, but in 1961 the brothers sold their interest in the business to Kroc, although they felt he was forcing them out of the company. Two years later McDonald’s one billionth hamburger was served on national TV, and by 1965 the number of restaurants had grown to over 700. McDonald’s was floated as a public company in the same year. There was great demand for its shares, and their price more than doubled within a few weeks. The clown character Ronald McDonald first appeared in a national TV commercial in 1966. The company’s international expansion began in 1967, when its first Canadian store opened.’ -

