

McDonald's: A Chicago Success Story

Grade Level: 4-8

Lesson Overview:

Students will learn about the history of McDonald's Corporation. Use chart reading to perform math calculations. Use of time line information to respond to questions.

Student Objectives:

1. Calculate answers from chart data.
2. Determine the operation necessary to solve problems.
3. Calculate percentage from information given on chart.
4. Interpret a time table.
5. Make a prediction based on information given.

Materials

- ✓ McDonald's: A Chicago Success Story information sheet
- ✓ McDonald's: A Chicago Success Story worksheet

Vocabulary

- **cholesterol** – a fatty, insoluble substance, also known as a lipid, which is naturally produced in the body and also consumed in food products.
- **distributor** – somebody, such as a wholesaler, who markets or sells merchandise to a retailer rather than directly to the consumer.
- **invest** – to commit money in order to earn a financial return.
- **lipid** – descriptive term for a fat or fat-like substance found in the blood, such as cholesterol.
- **mortgage** – a written pledge of property that is used as security for the repayment of a loan.
- **public shares** – shares of the company that are open for public ownership.
- **retailer** – one who sells commodities to the public for consumption.
- **revenue** – the gross income returned by an investment.
- **spindle** – a revolving piece.

Procedure

1. Ask students how many of them have eaten something at McDonald's in their lifetime. Start a discussion of McDonald's by asking students questions, i.e. how long they think McDonald's has been in business; how many countries McDonald's is located in (over 119); what is the Chicago connection to McDonald's, etc.
2. Go over the timeline and then allow the students to do the McDonald's: A Chicago Success Story worksheet either as a group or individually.

Extension Activities

Have students research the amount of McDonald's food you could buy with \$5.00 when McDonald's first opened. Or ask students to find out how much it would cost to make hamburgers at home versus buying them at McDonald's.

Additional Resources

- www.mcdonalds.com - McDonald's is the leading global food service retailer with more than 30,000 local restaurants serving 52 million people in more than 100 countries each day. More than 70% of McDonald's restaurants worldwide are owned and operated by independent local men and women.
- <https://youtu.be/ygM3DFucj5o> A 5-minute animation of McDonalds history

Standards

Illinois Mathematics Standard

CC.7.EE.2 Use properties of operations to generate equivalent expressions. Understand that rewriting an expression in different forms in a problem context can shed light on the problem and how the quantities in it are related.

Illinois English Language Arts Standard

ELA.RL.2. Determine a theme or central idea of a text and analyze its development over the course of the text; provide an objective summary of the text.

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These mAGic lessons are designed to bring agriculture to life in your classroom. They address the Illinois Learning Standards in math, science, English language arts and social studies.

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McDonald's: A Chicago Success Story Timeline

McDonald's is one of the leading global food service retailers with more than 38,000 local restaurants serving over 69 million people in more than 100 countries each day.

- 1954:** After mortgaging his home and investing all his savings, Ray Kroc became the exclusive distributor of a 5-spindled milk shake maker called the Multimixer. He heard about the McDonald's hamburger stand in California running eight of these Multimixers at a time. He went out to see this stand. After seeing how many people were being served so quickly, Ray Kroc suggested the idea of opening up several restaurants to the brothers Dick and Mac McDonald. (He knew he could sell 8 of the Multimixers to each of the restaurants.) He also said that he would open all of the restaurants for them.
- 1955:** Ray Kroc opened the Des Plaines, IL restaurant, which is now a museum. His first day's revenues were \$366.12.
- 1962:** The "potato computer" was invented and used to accurately measure the time and temperature required for cooking the French fries.
- 1963:** Ronald McDonald, portrayed by Willard Scott, first appeared on TV.
- 1965:** Shares of McDonald's became public.
- 1968:** The Big Mac was introduced.
- 1968:** Hamburgers were airlifted to U.S. athletes competing in the Olympics in Grenoble, France.
- 1973:** Egg McMuffin was introduced.
- 1974:** The first Ronald McDonald House for families of critically ill children was opened.
- 1975:** The first drive thru was used.
- 1976:** McDonald's becomes an official Olympic sponsor.
- 1977:** The breakfast menu was introduced.
- 1979:** The first Happy Meal was introduced.
- 1990:** McDonald's started using cholesterol free 100% vegetable oil for frying.
- 1995:** McFlurry desserts were invented by Ron McLelan in Canada.
- 2002:** The Dollar Menu was introduced in USA. It was updated in 2018
- 2005:** Wifi for customers was installed in McDonald's restaurants
- 2006:** Nutritional information was given for each product
- 2012:** Calorie counts were posted on menu
- 2015:** All day breakfast was launched in the USA
- 2017:** Global launch of McDelivery with Urban Eats
- 2019:** McHive—world's smallest restaurant for bees was created in Sweden.

Name _____

McDonald's: A Chicago Success Story Worksheet

Product	1955	1968	1970	1980	1990	2010	2020
Hamburger	\$0.15	\$0.18	\$0.20	\$0.44	\$0.75	\$2.49	\$2.49
Cheeseburger	\$0.19	\$0.25	\$0.25	\$0.52	\$0.87	\$1.00	\$1.00
Double Cheeseburger	\$0.38	\$0.45	\$0.49	\$1.05	\$1.74	\$1.69	\$1.69
Soft Drink	\$0.10	\$0.10	\$0.12	\$0.45	\$0.68	\$1.49	\$1.49
French Fries	\$0.15	\$0.18	\$0.20	\$0.45	\$0.71	\$1.39	\$1.99
Shake	\$0.22	\$0.25	\$0.28	\$0.65	\$1.05	\$2.99	\$2.99

(Suggested national pricing may vary from local.)

Use the chart above to answer questions 1 – 4. Be sure to show your work.

1. Calculate the price differences in each product from 1955 to 2020.

Hamburger: _____
Cheeseburger: _____
Double Cheeseburger: _____
Soft Drink: _____
French Fries: _____
Shake: _____

2. Which item had the greatest price difference from 1955 to 2020?
3. Calculate how many times greater the price is today than what it was in 1955 for each product. (Round to the nearest one hundredth.)

Hamburger: _____
Cheeseburger: _____
Double Cheeseburger: _____
Soft Drinks: _____
French Fries: _____
Shake: _____

4. Which product had the greatest multiple difference in prices from 1955 to 2020?

5. List those reasons that might have been the cause of the price increases in the hamburgers over the years.

Use the McDonald's timeline to answer the following questions.

6. How many years before you were born was the Egg McMuffin first distributed?
7. How many years ago was the Happy Meal introduced?
8. Which came first, the Big Mac or the Happy Meal?
9. How old is Ronald MacDonalD?
10. Looking at the timeline, which entry is closest to the year of your birth?
11. What do you think would explain the price of the cheeseburger being less than the hamburger?

McDonald's: A Chicago Success Story ANSWER KEY

Product	1955	1968	1970	1980	1990	2010	2020
Hamburger	\$0.15	\$0.18	\$0.20	\$0.44	\$0.75	\$2.49	\$2.49
Cheeseburger	\$0.19	\$0.25	\$0.25	\$0.52	\$0.87	\$1.00	\$1.00
Double Cheeseburger	\$0.38	\$0.45	\$0.49	\$1.05	\$1.74	\$1.69	\$1.69
Soft Drink	\$0.10	\$0.10	\$0.12	\$0.45	\$0.68	\$1.49	\$1.49
French Fries	\$0.15	\$0.18	\$0.20	\$0.45	\$0.71	\$1.39	\$1.99
Shake	\$0.22	\$0.25	\$0.28	\$0.65	\$1.05	\$2.99	\$2.99

(Suggested national pricing may vary from local.)

Use the chart above to answer questions 1 – 4. Be sure to show your work.

1. Calculate the price differences in each product from 1955 to 2020.

Hamburger: $\$2.49 - \$0.15 = \$2.34$

Cheeseburger: $\$1.00 - 0.19 = \0.81

Double Cheeseburger: $\$1.69 - \$0.38 = \$1.31$

Soft Drink: $\$1.49 - \$0.10 = \$1.39$

French Fries: $\$1.99 - \$0.15 = \$1.84$

Shake: $\$2.99 - \$0.22 = \$2.77$

2. Which item had the greatest price difference from 1955 to 2020? **Shake at \$2.77.**
3. Calculate how many times greater the price is today than what it was in 1955 for each product. (Round to the nearest one hundredth.)
 - Hamburger: $\$2.49 / \$0.15 = 16.6$ times as great**
 - Cheeseburger: $\$1.00 / \$0.19 = 5.26$ times as great**
 - Double Cheeseburger: $\$1.69 / \$0.38 = 4.45$ times as great**
 - Soft Drinks: $\$1.49 / \$0.10 = 14.9$ times as great**
 - French Fries: $\$1.99 / \$0.15 = 13.27$ times as great**
 - Shake: $\$2.99 / \$0.22 = 13.59$ times as great**
4. Which product had the greatest multiple difference in prices from 1955 to 2020?
The hamburger 16.6 times as great.

5. List the reasons that might have been the cause of the price increases in the hamburgers over the years. **Price of raw materials, such as wheat, beef, etc.**

increasing or it could be the cost of transportation of goods or manufacturing or even wages of employees. Accept any reasonable answers.

Use the McDonald's timeline to answer the following questions.

6. How many years before you were born was the Egg McMuffin first distributed?
Answers will vary, due to age of student.
7. How many years ago was the Happy Meal introduced? ***Answer would be current year minus 1979.***
8. Which came first, the Big Mac or the Happy Meal? ***The Big Mac.***
9. How old is Ronald MacDonal? ***Answer would be current year - 1963.***
10. Looking at the timeline, which entry is closest to the year of your birth? ***Answer will vary due to age of student.***
11. What do you think would explain the price of the cheeseburger being less than the hamburger?
The value meal deals make the cheeseburger less costly than the hamburger.