

TALKING ABOUT PAST EVENTS: THE HISTORY OF MC DONALD'S

1) Read the history of McDonald's and complete the gaps with the simple past tense.

McDonald's, in full **McDonald's Corporation**, American fast-food chain that is one of the largest in the world, known for its hamburgers. Its headquarters are in Oak Brook, Illinois.

The first McDonald's restaurant _____ (start) in 1948 by brothers Maurice ("Mac") and Richard McDonald in San Bernardino, California. They _____ (buy) appliances for their small hamburger restaurant from salesman Ray Kroc. When Kroc _____ (visit) the brothers in 1954 to see how a small shop could sell so many milk shakes, he _____ (discover) a simple, efficient format to produce huge quantities of food at low prices. A basic hamburger _____ (cost) 15 cents. They _____ (not need) waiters and waitresses; customers _____ (receive) their food quickly because hamburgers were _____ (cook) ahead of time, wrapped, and warmed under heat lamps.



In 1963 a clown named Ronald McDonald _____ (appear), while the double-arch "M" symbol _____ (become) McDonald's most enduring logo in 1962. Other products and symbols would define the McDonald's brand, including the Big Mac (1968), the Egg McMuffin (1973), Happy Meals (1979), and Chicken McNuggets (1983).

In 2017, people _____ (can) buy a McVegan, a plant-based hamburger, which was only available in certain markets. During this time McDonald's also _____ (eliminate) supersized portions, and its U.S. and Canadian restaurants _____ (stop) using trans-fat oil in a number of items.

