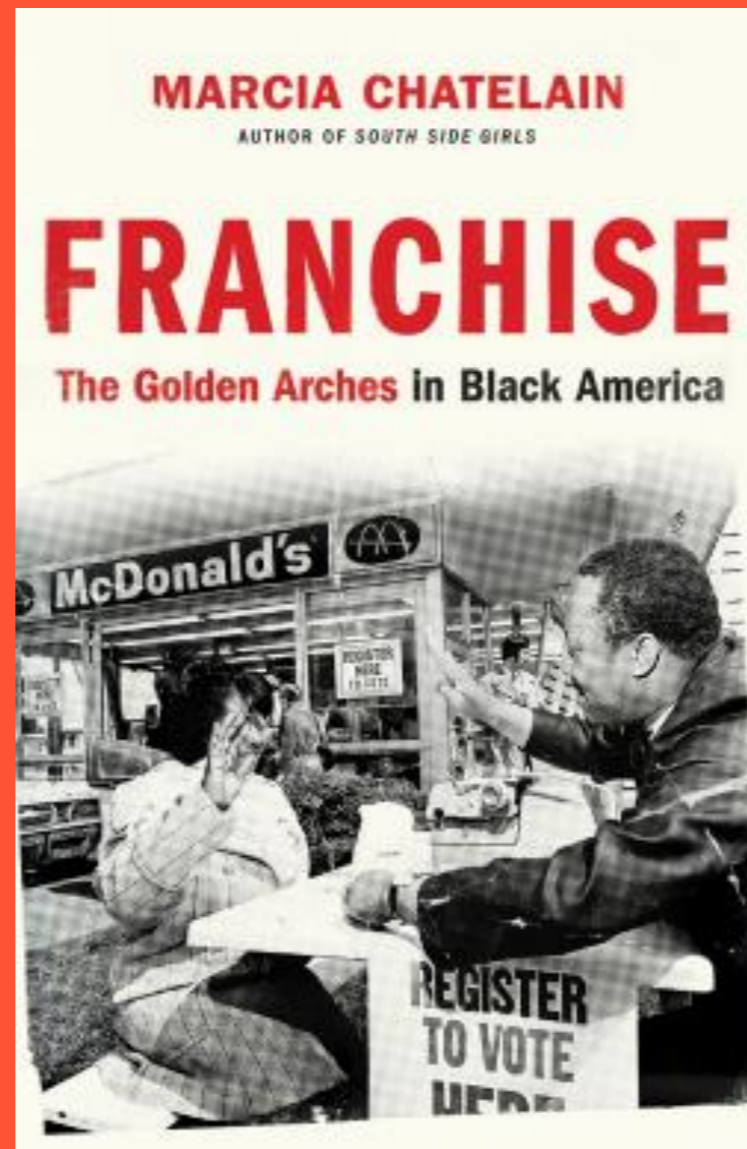
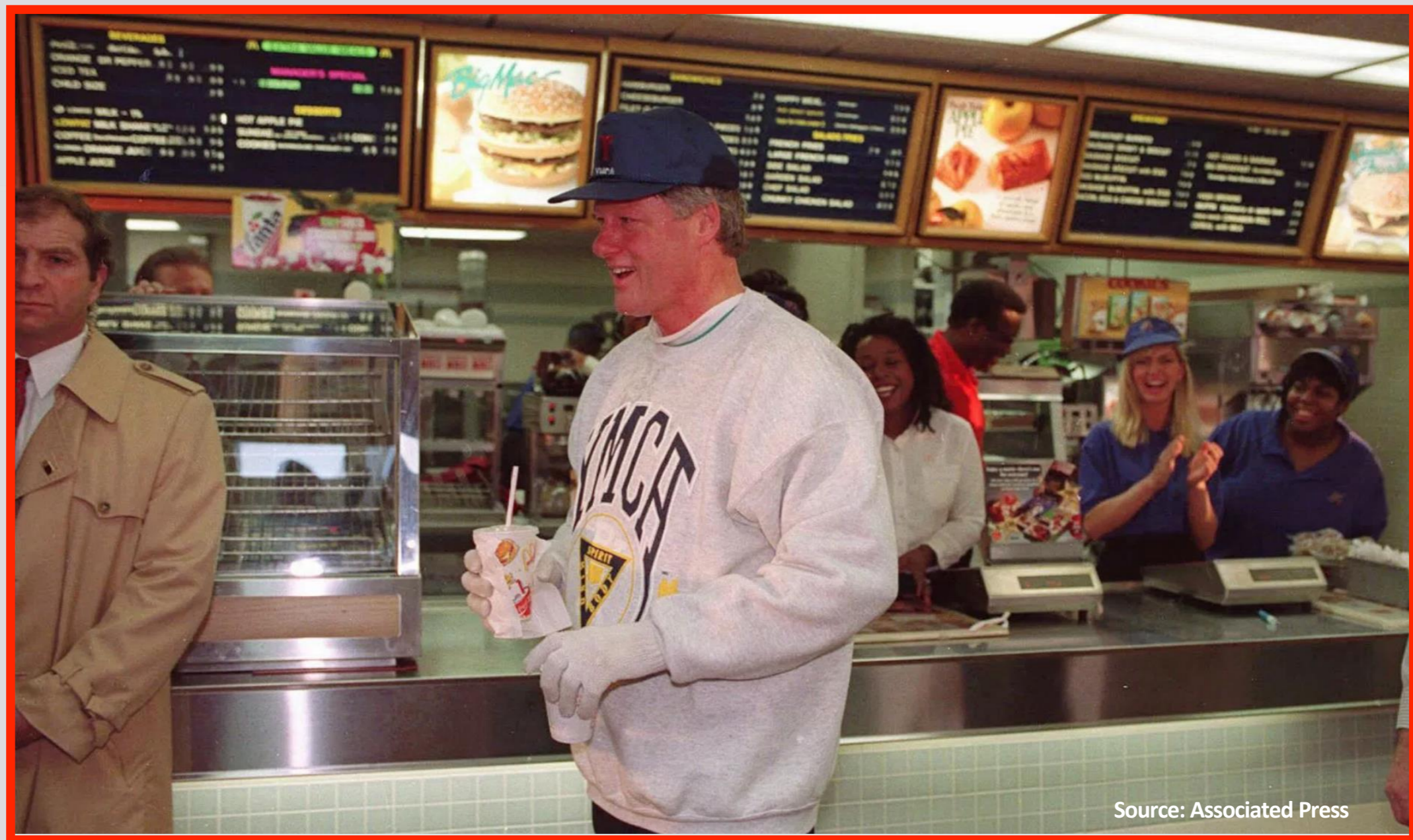


# Franchise: The Golden Arches in Black America



Marcia Chatelain



**Bill Clinton,  
President of the United States**



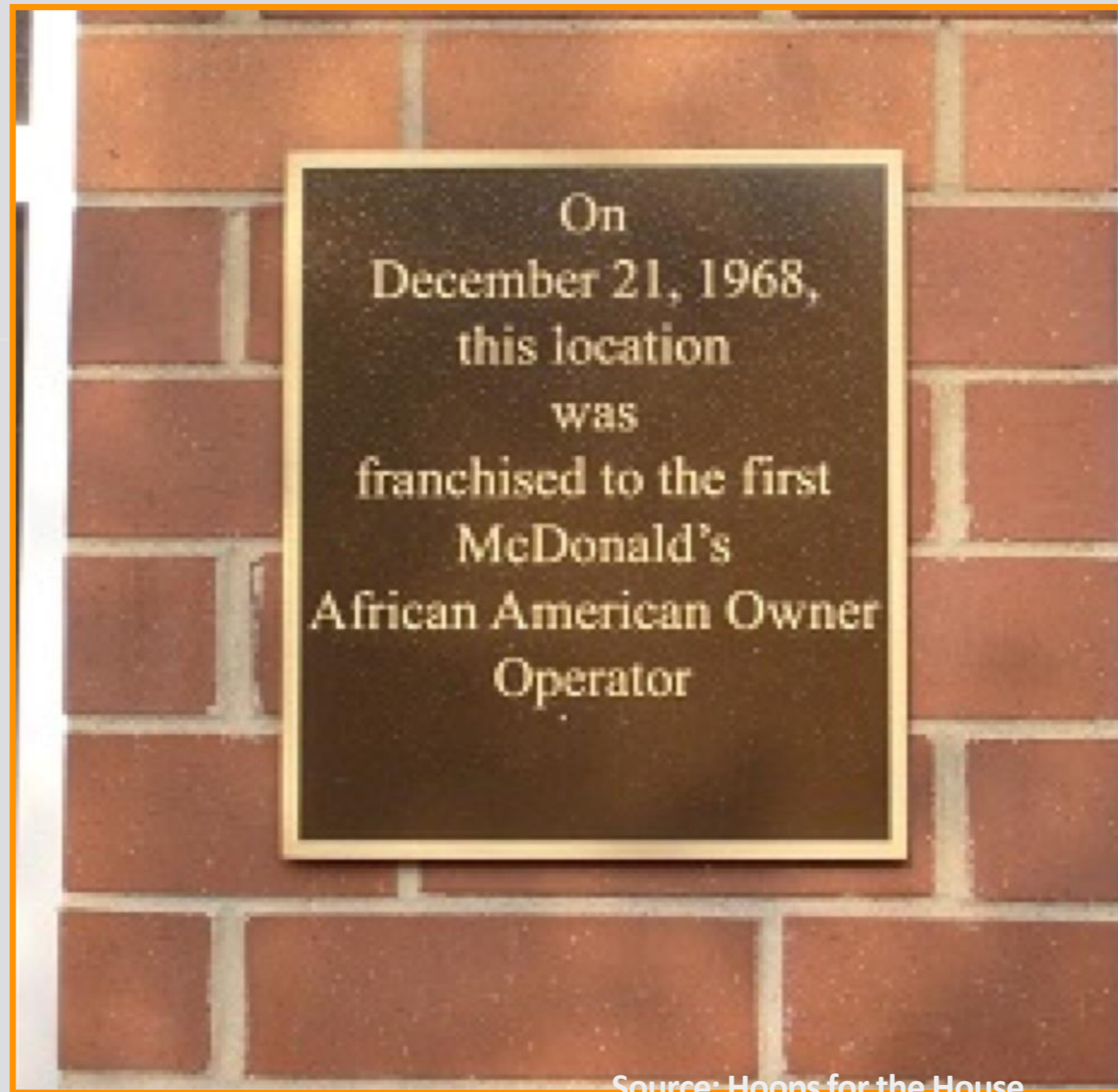
Source: Getty Images

Ferguson, Missouri  
2014



Source: Library of Congress

**Washington, D.C.**  
**1968**



Source: Hoops for the House

**First Black Franchised McDonald's,  
Chicago, Illinois**



## Franchise, USA

247, 191 Fast Food Restaurants in the U.S.  
759,236 Franchise Businesses in the U.S.



Source: Architectural Digest

*We Barbecue All Meats in Our Own Barbecue Pit*

*From Our Fountain*

*COMPLIMENTS  
CLYDE JOHNSON  
FAMILY - COLTON, CA.*

Giant Malts, made with Real Milk.....	20c
Ice Cream Sodas.....	20c
Sundaes .....	20c
Root Beer (Large Glass).....	10c
Root Beer Float.....	20c
Frosted Root Beer.....	20c
Coca Cola .....	10c
Coffee .....	5¢

**Don't Be Misled**

Other places advertise their meat as "barbecued" when it is merely cooked in a stove. . . . You are welcome to see our meat while it is actually being barbecued in our own Barbecue Pit.

**Sandwiches**

**Our Famous  
Barbecued Beef, Ham or Pork  
with French Fries  
35c**

Aristocratic Hamburgers with French Fries.....	25c
Melted Cheese with French Fries.....	30c
Peanut Butter and Jelly with French Fries.....	20c
Hamburger Steak with French Fries.....	60c
Tamales and Chili with French Fries.....	50c
Order of Straight Chili.....	25c
Ham and Baked Beans.....	50c

**French Fries Served with All Sandwiches**

<b>Barbecued Plate with French Fries</b>	<b>Hamburger Royal with Chili and Beans</b>	<b>Chili and Beans</b>
<b>60c</b>	<b>40c</b>	<b>20c</b>

Fast Food Civil Rights



Herman Petty [center], who in 1968 became the first black to acquire a McDonald's franchise, works with two of his helpers: Leonard Bennett [left] and Willie Wilson.

Source: Chicago Defender

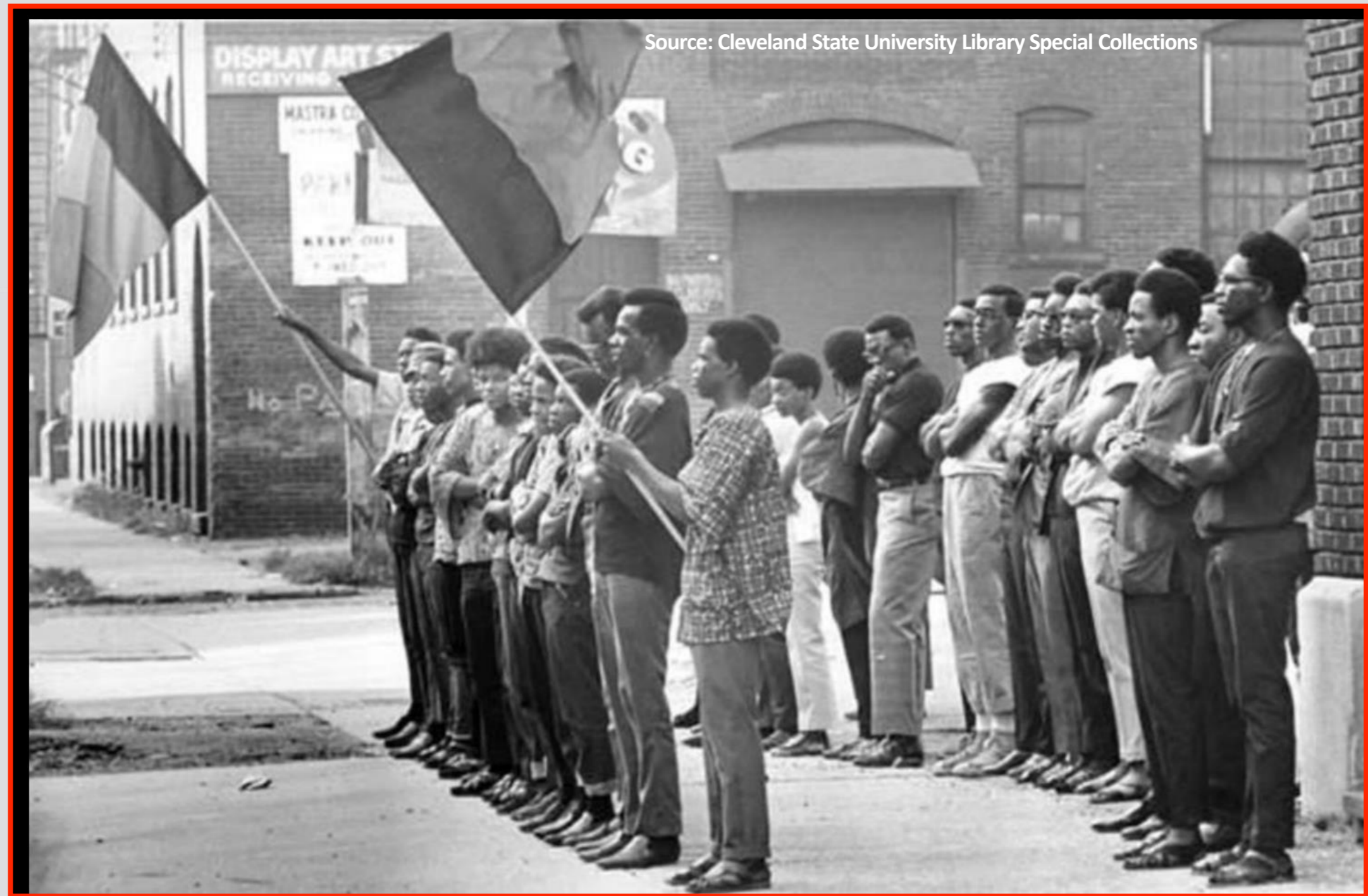
## From Sit-In to Drive-Thru

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**Andrew Murrell  
(NBMOA Founder)**

**Cloris Dale  
(NBMOA Founder)**

**First African American Franchisees,  
Kansas City, MO**



## The Burger Boycott and the Ballot Box



Source: The Oregonian

**Miss Mahalia Jackson tells it just like it is: "Real glorified chicken and catfish!"**

That's right... now you can enjoy chicken and catfish that's soul-good, right from Mahalia's own cooks. For a real taste treat, pick up on one of the following items:

<b>CHICKEN SNACK</b> — 2 pieces of chicken, mashed potatoes & biscuits	\$ .85
<b>CHICKEN DINNER</b> — 3 pieces of chicken, mashed potatoes, slaw & biscuits	\$1.25
<b>WHOLE BIRD</b> — 9 large pieces of glorified chicken	\$2.45
<b>CATFISH SNACK</b> — 1 piece of catfish, sauce, french fries, slaw & hush puppies	\$ .85
<b>CATFISH PICNIC</b> — 6 pieces of catfish & sauce	\$2.25

Also enjoy 10-inch Sweet Potato Pie \$1.75  
And our famous Soul Bowl, a pint of rice & giblets with gravy \$ .85

**FREE WITH THIS COUPON**  
CHICKEN SNACK OR CATFISH SNACK  
**MAHALIA JACKSON'S**  
JUST BRING THIS COUPON BEFORE  
SEPTEMBER 12, TO  
2715 FOREST AVENUE  
DALLAS, TEXAS

Source: Southern Foodways Alliance

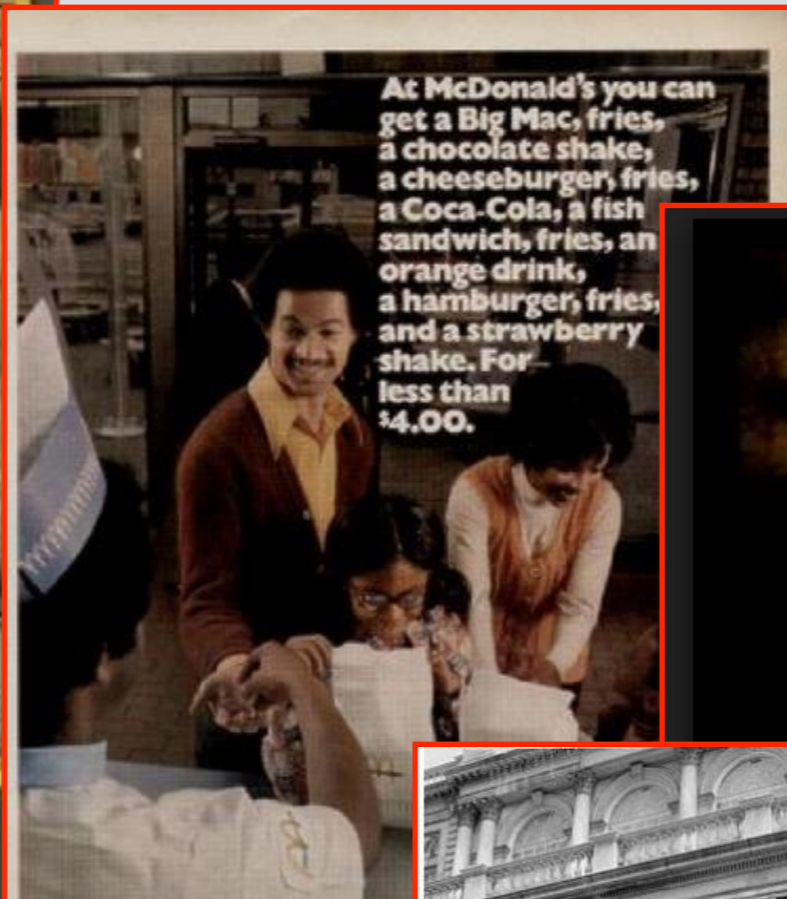


Source: Magnum Photos



Source: Glazer Theater Collection

## Bending the Golden Arches



365BLACK®  
 Deeply rooted in the community

McDonald's presents the  
 10th annual  
**Inspiration  
 Celebration  
 Gospel  
 Tour**

SPONSORED BY:

Events In The Community

#365BLACKGOS

FEATURING

 DONALD LAWRENCE	 MARVIN SAPP	 KAREN CLARK-SHEARD	 CHARLES JENKINS	 CANTON JONES
 JONATHAN McREYNOLDS	 DOUG WILLIAMS	 COMEDIENNE SMALL FIRE	 HOSTED BY LONNIE HUNTE	

Learn More

Source: NBMOA



Black America: Brought to You By...

# Big Mac attack

*Black franchisee charges bias*

Source: The New York Times

BmOA

**BLACK McDONALD'S®**  
OPERATORS ASSOCIATION

EMPOWERING MINDS. BUILDING LEADERS



ATLANTA NAACP



**"FAIR SHARE" AGREEMENT**

Julian Bond  
President

P.O. Box 41044  
Atlanta, Georgia 30331

Jondelle Johnson  
Executive Director

Source: Emory University  
Library Special Collections

## A Fair Share of the Pie

Source: Getty Images



**The Miracle of the Golden Arches**



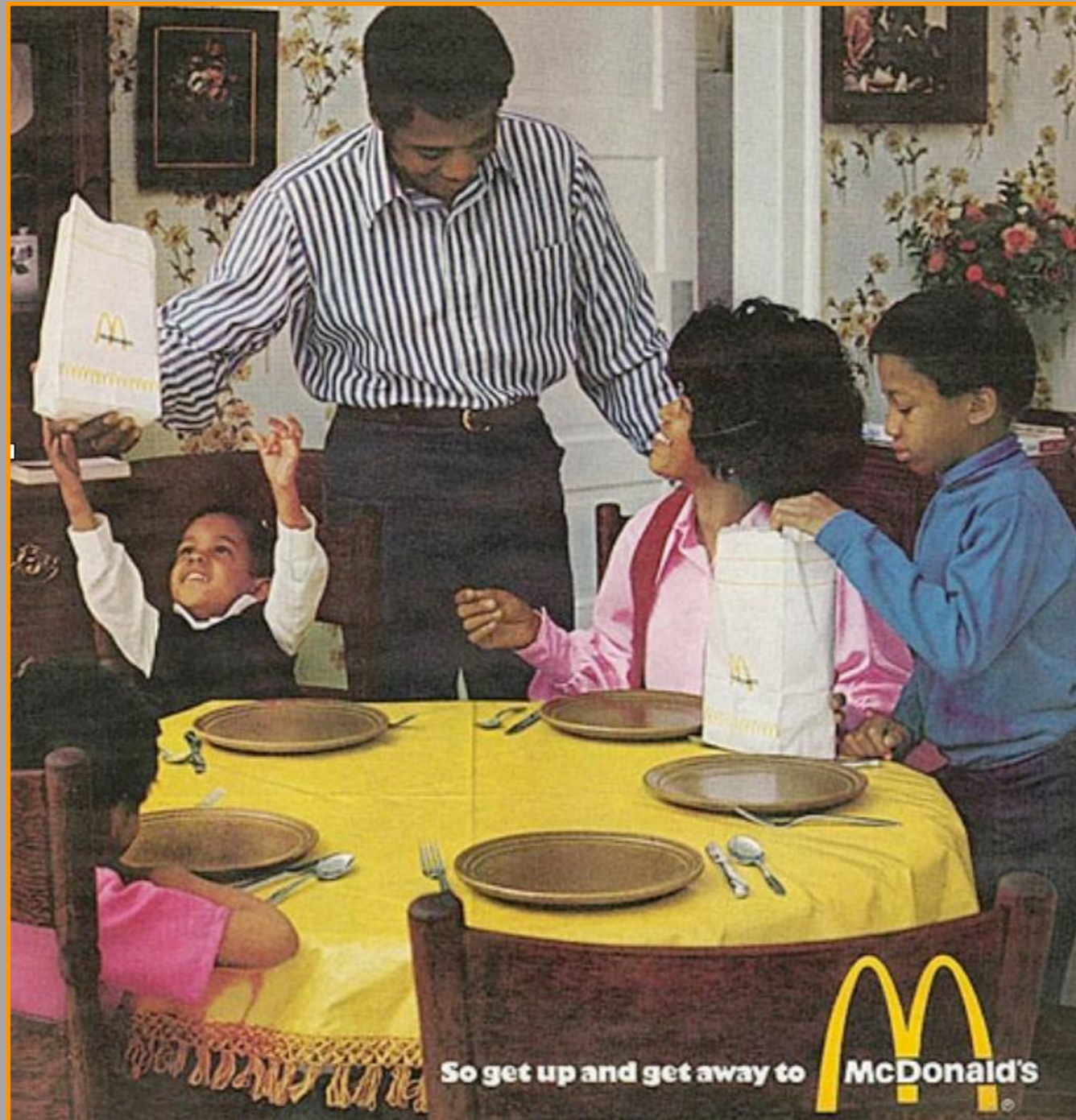
Source: Fight for Fifteen



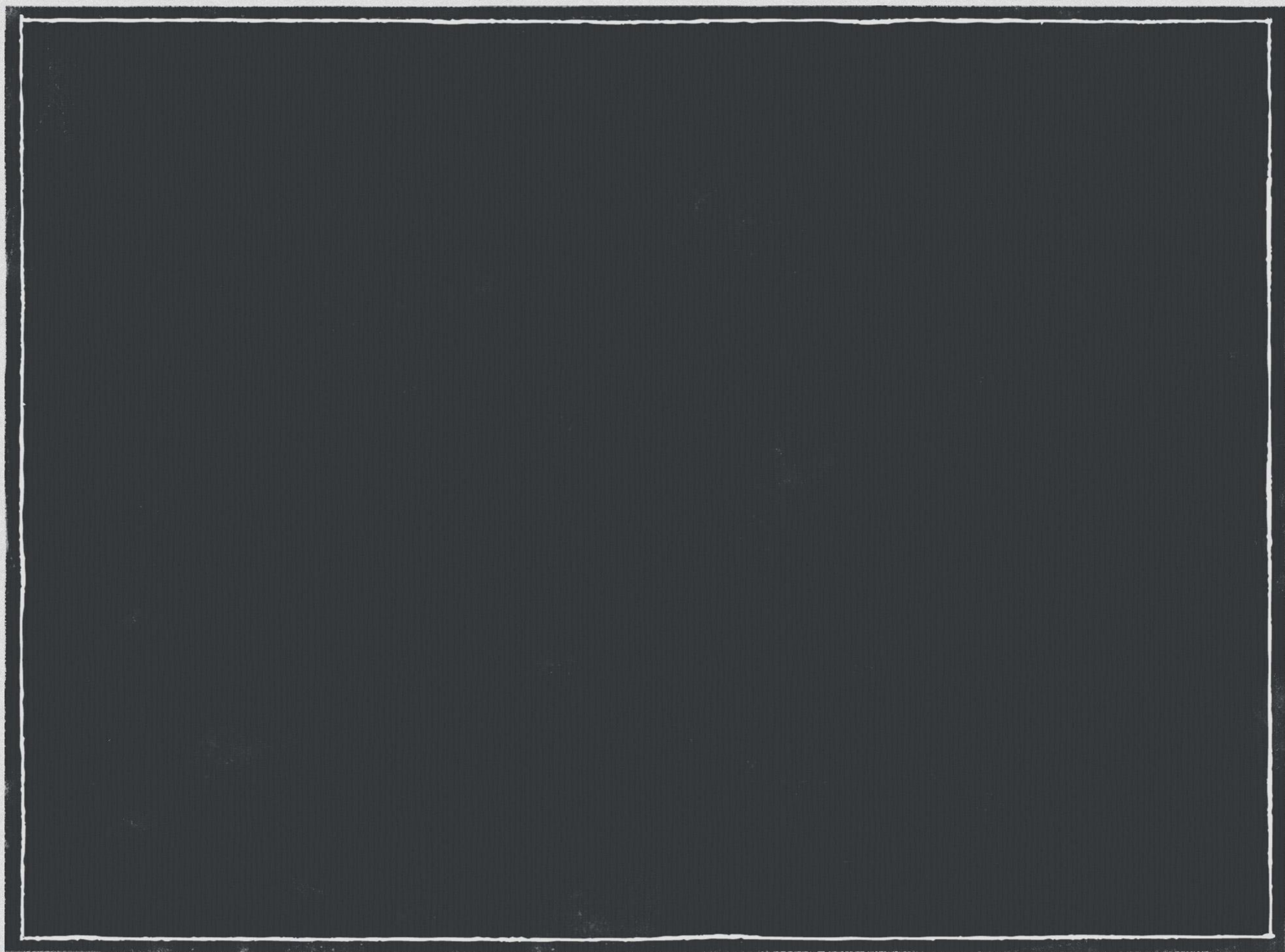
Source: Associated Press

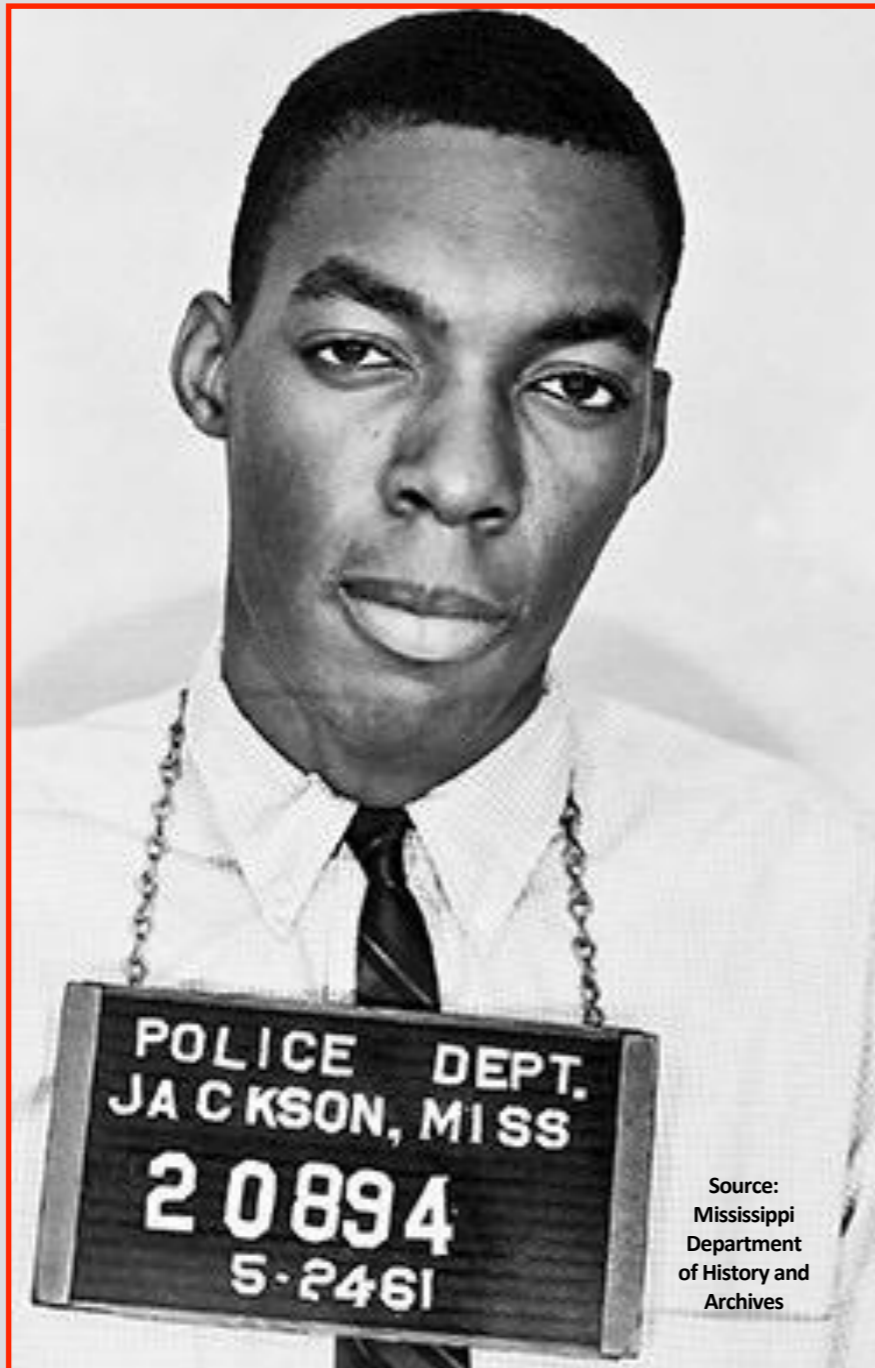
## Fast Food Futures

# Franchise: The Golden Arches in Black America



So get up and get away to McDonald's





Source:  
Mississippi  
Department  
of History and  
Archives



Source: Atlanta Journal Constitution

# Franchise: The Golden Arches in Black America



# **Franchise: The Golden Arches in Black America**



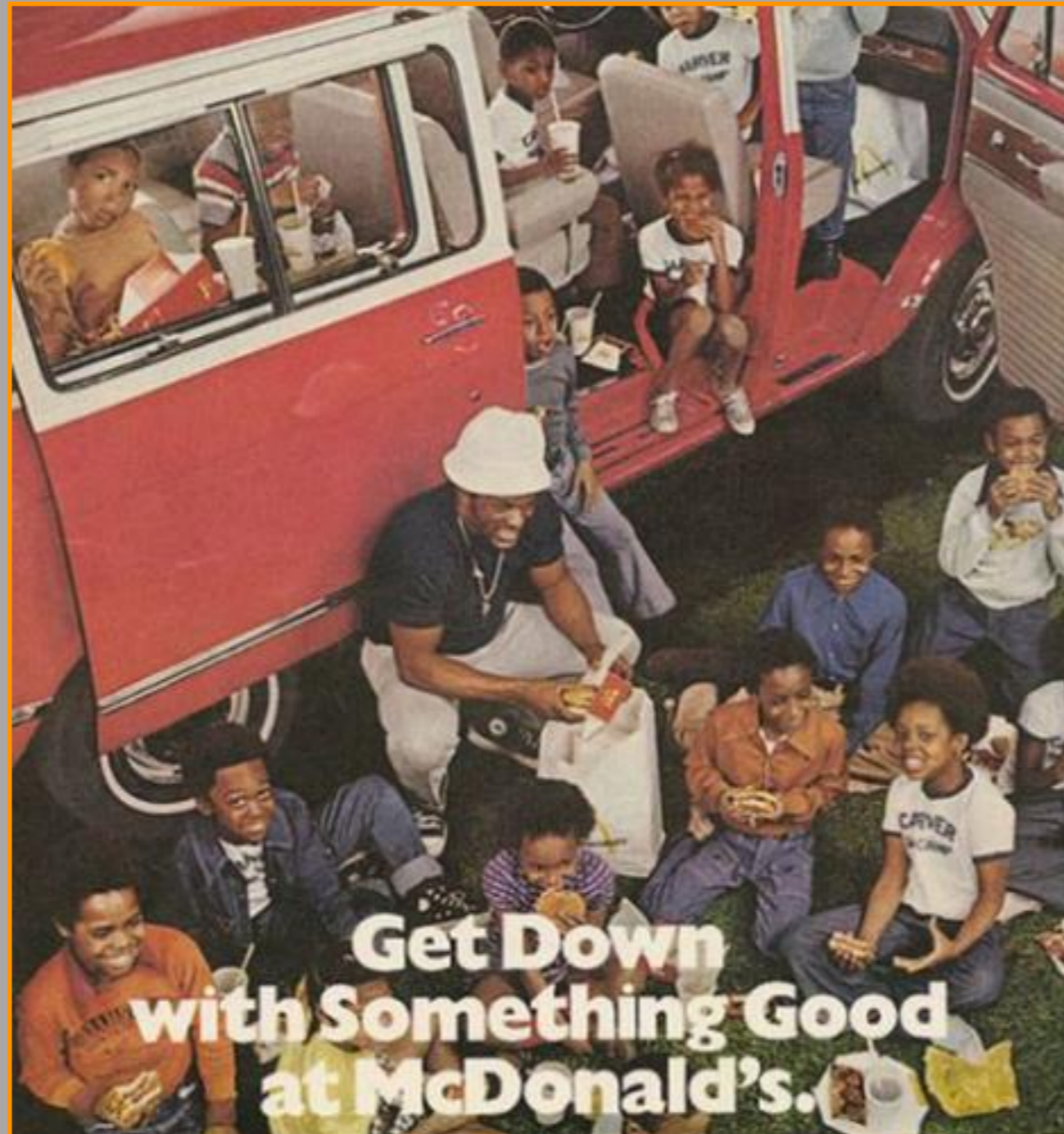
Source: Cleveland Plain Dealer Archives



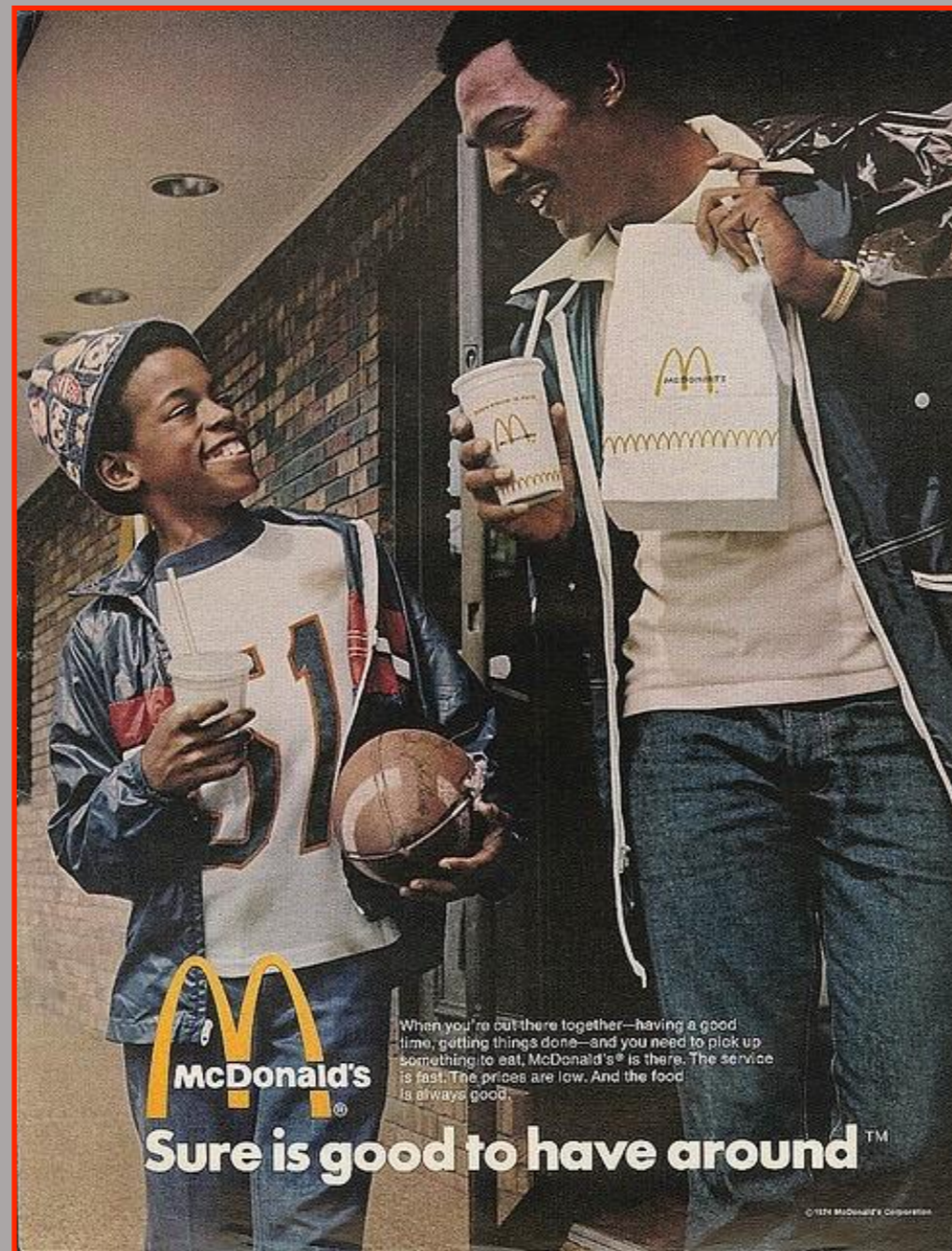
Source: Los Angeles Times

# **Franchise: The Golden Arches in Black America**

# Franchise: The Golden Arches in Black America



# Franchise: The Golden Arches in Black America



# Franchise: The Golden Arches in Black America

## Who's one of the largest contributors to the United Negro College Fund?



It's all of the McDonald's® restaurants across the country that participate in the annual UNCF fund-raising drive.

Various events are held to raise funds including concerts, radiothons, Ronald McDonald® balloon sales and special promotions where the proceeds from McDonald's food sales are donated.

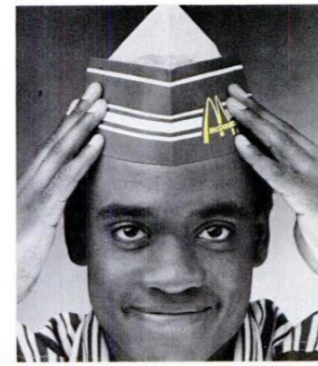
Together, you and the participating McDonald's restaurants help provide scholarships to needy students who attend the 46 colleges and universities supported by UNCF.

**Good Neighbors...Together, McDonald's and You.™**

© 1983 McDonald's Corporation

Source: Black Enterprise

## Who's the largest employer of Black youth in America?



The almost 6,000 McDonald's® restaurants in neighborhoods across the country employ thousands of young Black men and women.

Everyone is encouraged to work to their fullest potential. The opportunities for growth are unlimited for those who give their all.

Many have gone on to become supervisors, managers and even owners within the system of McDonald's restaurants. Since most of the employees live in the neighborhoods where they work, their wages have a very positive impact on businesses in their community.

**Good Neighbors...Together, McDonald's and You.™**

© 1983 McDonald's Corporation

Source: Black Enterprise