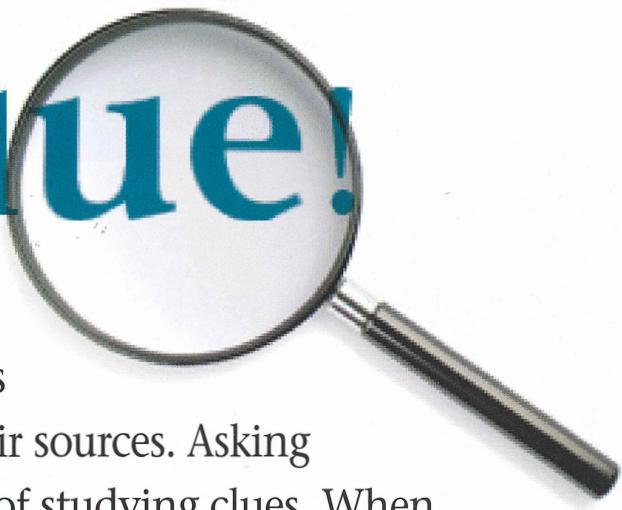


# Get a Clue!

All detectives use clues to solve mysteries. Detectives study their clues and check their sources. Asking questions is an important part of studying clues. When looking at history clues, these are some good questions to ask.

Another thing to remember is that many clues are biased in some way. Bias means that a clue includes the creator's opinions and beliefs, or point of view. For this reason, clues should always be compared to other clues about the same event. This helps historians write the most accurate story that includes different points of view.

For example, you are given an assignment to write a story about a soccer game. How would you write the story if you were on the winning team? How would the story be different if you were on the losing team? What would you write if you were the referee? Everyone was part of the same soccer game but all have different points of view. Your point of view creates bias in the way you write your story about the game.



## QUESTIONS ...

1. Who created this clue?
2. Why was it created?
3. What do I already know about this clue?
4. What don't I know?
5. What do I want to know?



# Who's that Mascot?

Clues don't just come in the form of paper or photographs. Museums collect things to teach us about our past. These items are called artifacts. They are also important clues. This McDonald's sign is in the Kansas Museum of History. It came from the first McDonald's in Topeka. Does this look like today's McDonald's signs? Study this clue and read the history of McDonald's restaurants to solve the mystery of the unknown mascot.



*The original mascot for McDonald's was a man with a chef's hat on top of a hamburger-shaped face. The mascot was replaced with Ronald McDonald in 1968. This sign was from the first McDonald's in Topeka (the second in Kansas) that opened in 1961.*

## History of McDonald's Restaurants

Richard and Maurice McDonald opened their first McDonald's in 1948 in California. They served hamburgers on an assembly line that they called the "speedee service system." In 1954 Ray Kroc heard of the McDonald brothers success and drove from Illinois to California to see them. He was excited about their quick service. He offered to franchise the McDonald's restaurants. Mr. Kroc went home and built his first McDonald's in 1955 in Des Plaines, Illinois. Ray Kroc helped McDonald's restaurants expand to many different states and countries through franchising. Today McDonald's is the world's largest chain of fast-food restaurants.

### What is franchising?

Franchising is the sale of a package of someone else's business idea. A franchise allows someone to build his or her own McDonald's restaurant using the same "speedee service system," building plans, menu, signs, and more. The buyer must follow rules set by the original owners and pay a fee to them, as well.



# QUESTIONS ...

1. The sign on page 10 advertises what business? \_\_\_\_\_
2. What do I already know about this sign?
  - a. The business sells \_\_\_\_\_
  - b. The business with this sign was located in \_\_\_\_\_
  - c. What year was this sign used? \_\_\_\_\_

**The first mascot was  
named S - - - - -  
because of the fast service they promised.**



The Kansas Museum of History in Topeka is full of primary sources that tell the story of Kansas. It's a fun way to learn about our history!