

Take Me Back To McDonaldland

Since [justj](#) and [taylhis](#) have gotten me thinking about fast food and their ad campaigns, I began to think about the characters in the Ronald McDonald family. It seems that one of the characters that I do remember became the focus of a lawsuit in the mid-late 1970s. It seems that Mayor McCheese was discontinued as the result of a battle between McDonald's and Sid and Marty Krofft, creators of [H.R. Pufnstuf](#) and [Land of the Lost](#)[ⓧ]. By the late 1970s, the entire concept of [McDonaldland](#) was all but phased out leaving only a handful of characters. I also remember Grimace, Hamburglar ("Rumble, Rumble"), the Fry Guys, Birdie The Early Bird (introduced when the chain began to promote breakfast on the menu). I also remember having my 6th birthday party at the old McDonalds which has since moved to the busy side of town where Wal-Mart, KMart, and everything else seems to be. What is on the other side of town that once had such life including a drive-in theatre (but that is another story entirely). Wendy's, Dairy Queen, anything else?

[ⓧ] There are also Captain Crook Who peddled Filet O' Fish sandwiches, the animated pie tree, and a professor who I do not remember at all. And don't forget Officer Big Mac.