

Welcome to the fun and excitement of McDonaldland.

There's so much to do: The gathering place for Ronald McDonald and all the McDonaldland characters. Take a ride on the colorful wind up train featuring a Locomotive, Passenger Car and a Hamburglar Paddy Wagon, also seven pieces of track and a Stop-N-Go Signal Switch. Play with the swing on the enchanting Apple Pie Tree. Cross the Filet-O-Fish Lake via the Golden Arches Bridge. Put Ronald on stilts for real clown fun. Serve a tray with McDonald's hamburger and drink at the famous McDonald's Family Restaurant. All this on a 28 ½" x 30" Playland surface enhanced by an 11" colorful backdrop. Words for the 'McFavorite Clown Song' are printed on the play surface. Special McDonald's Letterland Stationery included for personal messages. All plastic parts molded of strong, safe, non-toxic materials. Surely THE fun place to be."



The Characters (modified from <https://www.mentalfloss.com/article/69989/brief-history-mcdonaldland-and-toys-and-lawsuit-it-spawned>)



Captain Crook (a.k.a. The Captain)

Based on the designs of Disney's Captain Hook from *Peter Pan* (1953), Captain Crook was one of the two major adversaries of McDonaldland (along with the Hamburglar), who—as a seafaring villain—was obsessed with stealing Filet-O-Fish sandwiches.

The Professor

The bearded and bespectacled Professor appeared more often and spoke in a high-pitched, excitable, academic manner about his latest zany invention—usually a device created to preserve the well-being of the good citizens of McDonaldland.

Mayor McCheese

The iconic Mayor McCheese, who had a cheeseburger as a head, functioned as the unequivocally incompetent head of McDonaldland's government.

Ronald McDonald

McDonald's primary mascot, a proud inhabitant of the fantasy world of McDonaldland. His "McFavorite Clown song:"

Get yourself, ready for a trip in McDonaldland
Take along a friend, and grab hold of Ronald's hand
Follow Ronald McDonald through the land of Apple Pie Trees
And don't be surprised when you meet Big Mac and McCheese

There's Thick Shake Volcanoes, you'll even find a French fry thatch
Now just turn around and see if you won't find a Hamburger Patch
As you're headin' for...for McDonald's

In McDonaldland at McDonald's, In McDonaldland at McDonald's, In McDonaldland at McDonald's

Grimace

Originally sporting four arms and designed to be an adversary of Ronald McDonald, Grimace's initial manifestation was quite different from the sweet, child-friendly drollard we grew to love in the '70s and '80s. Renowned for beginning each sentence with the word "duh," both versions of Grimace are quite fond of McDonald's Triple Thick Milkshakes.

Officer Big Mac

With a double-decker head based on what would one day become the most iconic fast food sandwich in history, Officer Big Mac was dressed to resemble a member of the Keystone Cops and replicated the silent film stars' incompetence. As McDonaldland's Chief of Police, Officer Big Mac's appointed task was to prevent Captain Crook and the Hamburglar from stealing Filet-O-Fish and hamburger sandwiches, respectively.

Hamburglar

With his mischievous grin, pair of prominent, rat-like central incisors, short stature, pointed nose, and peculiar clothing, the Hamburglar action figure's early design sold quite well for Remco. In the early 1970s, the Hamburglar's characteristic speech patterns were absolutely unintelligible to anyone but Captain Crook, who was kind enough to translate for the inhabitants of McDonaldland. Eventually, the Hamburglar would issue forth an occasional exclamation of "Robble, robble!"