

# 55 YEARS AGO – WEDNESDAY JULY 11th, 1951

Well hidden in history is the fact that Dairy Queen's original mascot was a clown named "Curly." He was named for the famous soft serve flip of ice cream that always tops off every ice cream cone. In the late 1950's, Dairy Queen thought they were being "childish" keeping him for the mascot and TOTALLY abandoned him (so well there is nothing even on the internet about him). Few remember him. Dairy Queen "upgraded their image to the famous "Dennis The Menace" promotions everyone remembers in the early 60's. In the early 60's McDonald's was looking for a mascot and learns that children under 12 make over 33% of the buying decisions of where to eat and constituted over 20% of all fast food sales. So in 1963, they opt for a clown named "Ronald" since no one was using a clown for a mascot at the time. The rest is history. Had Dairy Queen not walked from "Curly" it is highly unlikely "Ronald McDonald" would have ever been born. The mural inside this Chino Hills Dairy Queen shows the dedication of the mechanical "Curly" with the hopes that Dairy Queen would buy the concept to make him required for ALL Dairy Queens as part of the signage. This particular mural here in Chino Hills marks the starting place of where the two-year journey began to find the story behind the mural. The story was solved by Clare B. Richardson of Chino and has appeared in articles across the USA and in magazines and posters. Other Dairy Queen's in the area also have this same mural: Norco, Ontario, and Yorba Linda. Nationwide there are about 80 of them including Toledo, Ohio, California, Missouri, and Westminster, Colorado.

The star of the show

"Curly the Clown"

(a mechanical sign that waves 43 times per minute)

On stage is the  
"Curly the Clown"

mascot

