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# A story about our heritage



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Once upon a time (back in 1930), Herm Fisher thought the world needed better toys. Toys that “appeal to the imagination, that do something new and surprising and funny.”

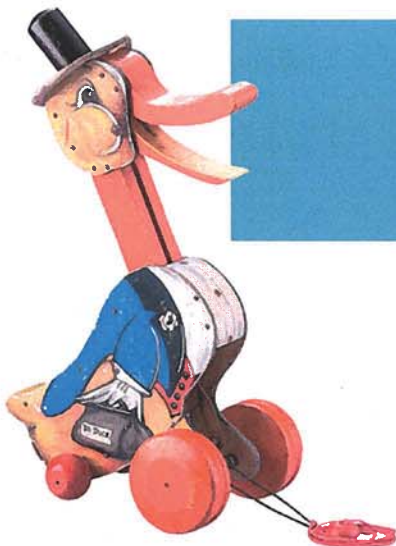
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Helen Schelle



## 1931



Walks like a duck ...

Dr. Doodle and Granny Doodle lead a parade of brand new toys for a brand new toy company. Their whimsical waddles make everyone smile!



### New York bound

It's a cold snowy day at Fisher-Price headquarters in East Aurora, NY. But it's an exciting one too, as the first shipment of toys heads for Macy's in New York City.

# 1931



# 1934

### Here's to you, Mrs. Fisher

Herm Fisher's mom, a teacher, suggests calling our developmental toys "Preschool Toys." We still call them that (and so do other toy makers).



### There she goes ...

America contestants take **My Sniffer** for a stroll on the city boardwalk.

# 1938





1941

**Coasting along**

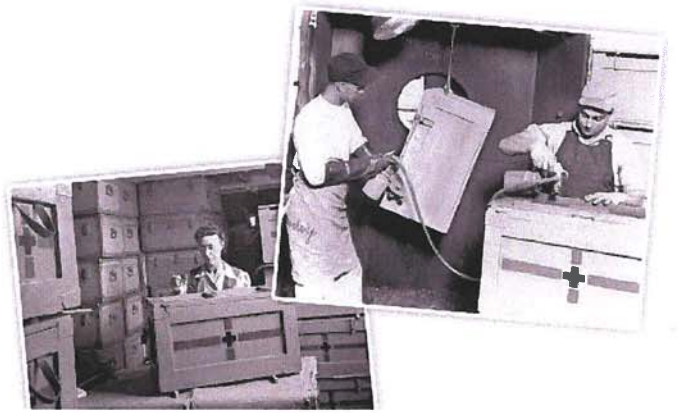
Coaster Boy hops on and off the cart as he's pulled along.



1943

**“If the war requires our entire plant, we will suspend toy-making for the duration.” - Herman Fisher**

And that's just what Fisher-Price does. After only a decade in business, we put our manufacturing skills to work on aircraft parts, ship fenders and medical supply chests.



**What's the buzz?**

The post-war housing boom means wood is in short supply. So our engineers try out an interesting new material. Plastic works quite well on Buzzy Bee's wings

**1950**



1952

**We love dogs.**

And we love kids. And we love doggy pull toys for kids who are just learning to walk!



**Out of this world**

Before there were men on the moon, there was a toy from Mars. **Space Blazer** featured a little green Martian inside the dome.

1953

1956



**fp smiles**

A new red-and-blue logo is introduced, along with red scallops on toy packages. Variations of both elements are used today.

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