



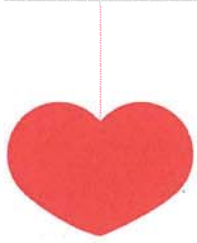
Become a Very Important Parent and Save 20%*

SIGN UP

Menu

Fisher-Price (/en_US/index.html)

(https://fisher-price.mattel.com/catalogId=10101)



A story about our heritage



Home (/en_US/index.html) > OUR STORY (/en_US/ourstory/index.html) > How it began

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.”

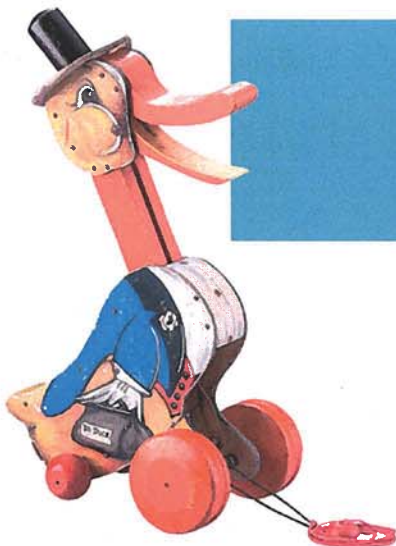
Read more ►



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

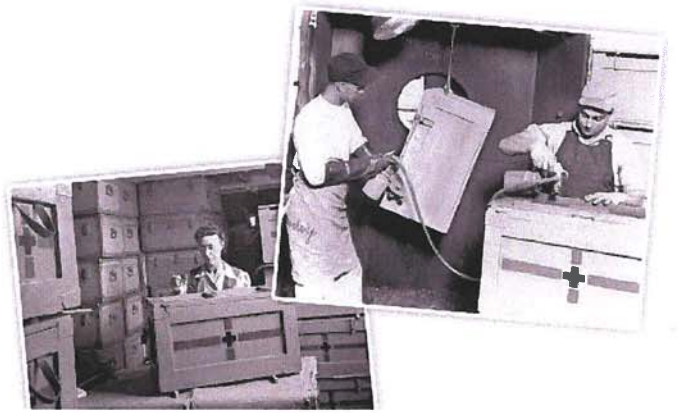
Coaster Boy hops on and off the cart as he's pulled along.



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.

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.