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TIMELINE OF A TOY: Mr. Potato Head by Judith Gabriel

Mr. Potato Head is a popular toy. He has been around for more than 50 years. He's changed a lot over time.

1949

A potato is born.

George Lerner is a toy maker. He has the idea for a new toy. The toy is Mr. Potato Head. He makes Potato Head parts. Kids can stick the parts into a potato to make a face.

Lerner takes his idea to toy companies. But they aren't interested. So Lerner tries a cereal company. The company likes his idea. It puts Potato Head parts in its cereal boxes. The toy is a hit!

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TIMELINE OF A TOY: Mr. Potato Head

1952

Hasbro begins to sell Mr. Potato Head.



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Hasbro is a big toy company. It begins to make and sell Mr. Potato Head. It only sells the parts. The Potato Head parts include a body and legs. The potatoes are not included. Hasbro also makes the first-ever toy (TV?) commercial. It is for Mr. Potato Head.

1953

Mrs. Potato Head is born.

Mr. Potato Head is a hit! Hasbro makes Mrs. Potato Head. Now Mr. Potato Head has a wife.

1950s

A growing family of potato heads.

Hasbro introduces Potato Head children. There is Brother Spud and Sister Yam. (This is so crazy)

1964

Plastic potato now included.

Hasbro begins to include a plastic potato with the parts. There are two reasons for this. The first is safety. Young children are choking on the small parts. The second reason is that moms are complaining. They are finding rotten potatoes under their children's beds! Yuck!

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TIMELINE OF A TOY: Mr. Potato Head

1975

The potato head family grows in size but loses its legs.



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Mr. and Mrs. Potato Head grow.

Literally. Hasbro doubles the size of the plastic potatoes. It also doubles the size of the parts. It stops making legs.

The company does this to make the toys safer. Now the Potato Heads are legless, but not footless.

1995

A star is born!

Mr. Potato Head becomes a movie star. He stars in the movie *Toy Story*. He also appears in the sequels to the movie: *Toy Story 2* and *Toy Story 3*.





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TIMELINE OF A TOY: Mr. Potato Head

by Judith Gabriel

Mr. Potato Head has been a beloved toy for more than 50 years.
He's transformed a lot over time.

1949

A potato is born.

George Lerner, a toymaker from New York, has the idea for a Mr. Potato Head toy. He makes parts that kids can stick into a real potato to make different faces.

Lerner takes his idea to toy companies, but they aren't interested. So Lerner tries a cereal company and the cereal company likes it. It puts Mr. Potato Head parts in its cereal boxes. The Mr. Potato Head parts are a hit!

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TIMELINE OF A TOY: Mr. Potato Head

1952

Hasbro begins to sell Mr. Potato Head.

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Hasbro, a major toy company, begins to make and sell Mr. Potato Head. It only sells the parts; potatoes are not included. Hasbro also makes the first-ever toy commercial for TV that shows how kids can push the Mr. Potato Head parts into real potatoes or any other vegetable that they have at home. The Mr. Potato Head parts also include a body and legs.

1953

Mrs. Potato Head is born.

Mr. Potato Head is so successful that Hasbro decides to produce and sell a Mrs. Potato Head as a companion for Mr. Potato Head.

1950s

A growing family of potato heads.

Hasbro introduces Potato Head children: Brother Spud and Sister Yam.

1964

Plastic potato now included.

Hasbro includes a plastic potato with the parts. There are two reasons for this. The first is safety. Young children are choking on the small parts and cutting themselves on sharp edges. The second reason is that moms are complaining about finding rotten potatoes under their children's beds! Yuck!

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TIMELINE OF A TOY: Mr. Potato Head

1975

The potato head family grows in size but loses its legs.



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Mr. and Mrs. Potato Head grow—literally. To meet new toy safety standards, Hasbro doubles the size of the plastic potatoes and the Potato Head parts. It also stops making Potato Head legs for the same reason. Now the Potato Heads are legless, but not footless.

1995

A star is born!

Mr. Potato Head becomes a movie star. He stars in the movie *Toy Story* as well as in the sequels to the movie, *Toy Story 2* and *Toy Story 3*.



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TIMELINE OF A TOY: Mr. Potato Head

by Judith Gabriel

Mr. Potato Head, a beloved toy for more than 50 years, has transformed a lot over time since its introduction to the toy market.

1949

A potato is born.

George Lerner, a toymaker from Brooklyn, New York, comes up with the idea for a Mr. Potato Head toy. He invents parts that kids can stick into a real potato to make different faces.

After striking out with the toy companies, Lerner presents his toy idea to a leading cereal company and gets lucky. The cereal company loves the idea and begins to put Mr. Potato Head parts in its cereal boxes. The Mr. Potato Head parts are a hit!

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TIMELINE OF A TOY: Mr. Potato Head

1952

Hasbro begins to sell Mr. Potato Head.

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Hasbro, a major toy company, is impressed by the cereal box success of Mr. Potato Head and picks up George Lerner's invention for its 1952 product line. The box that Mr. Potato Head comes in only includes the Potato Head parts—the actual potatoes are not included.

That same year, Hasbro makes the first-ever toy commercial for TV that shows kids how they can push the Potato Head parts into real potatoes—or any other vegetable—to make funny faces. Unlike modern versions of the toy, the Potato Head parts include a body and legs—features that make Mr. Potato Head look more like a real person than a legless lump.

1953

Mrs. Potato Head is born.

Mr. Potato Head toys sell so successfully that Hasbro decides to introduce Mrs. Potato Head as a companion for Mr. Potato Head.

1950s

A growing family of potato heads.

Hasbro introduces Potato Head children: Brother Spud and Sister Yam.

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TIMELINE OF A TOY: Mr. Potato Head

1964

Plastic potato now included.

Hasbro includes a plastic potato with the parts in the Mr. Potato Head box. There are two reasons for this. The first is safety; young children are choking on the small parts and cutting themselves on sharp edges. The second reason is that moms are complaining about finding rotten potatoes under their children's beds!

1975

The potato head family grows in size but loses its legs.



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Mr. and Mrs. Potato Head grow—literally. To meet new toy safety standards, Hasbro doubles the size of the plastic potatoes and the Potato Head parts. It also stops producing the Potato Head legs and bodies for the same reason. Now the Potato Heads are legless, but not footless.

1995

A star is born!

Mr. Potato Head becomes a movie star. He stars in the movie *Toy Story* as well as in the sequels to the movie, *Toy Story 2* and *Toy Story 3*.

