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In the mid 1940 ' s, the young ambitious duo Ruth and Elliot Handler, owned a company that made wooden pictures frames. It was in 1945 that Ruth and Elliot Handler joined with their close friend Harold Mattson to form a company that would be known for the most famous and successful doll ever created. This company would be named Mattel, MATT for Mattson, and EL for Elliot. In the mid 1950 ' s, while visiting Switzerland, Ruth Handler purchased a German Lilli doll. Lilli was a shapely, pretty fashion doll first made in 1955. She was originally fashioned after a famous cartoon character in the West German Newsletter, Build. Lilli is the doll that would inspire Ruth Handler to design the Barbie doll. With the help of her technicians and engineers at Mattel, Barbie was born. Ruth then hired Charlotte Johnson, a fashion designer, to create Barbie ' s wardrobe. It was in 1958 that the patent for Barbie was obtained. This would be a fashion doll unlike any of her time. She would be long limbed, shapely, beautiful, and only 11.5 inches tall. Ruth and Elliot would name their new fashion doll after their own daughter, Barbie. In 1959, the Barbie doll would make her way to the New York Toy Show and receive a cool reception from the toy buyers. Barbie has undergone a lot of changes over the years and has managed to keep up with current trends in hairstyles, makeup and clothing. She is a reflection of the history of fashion since her introduction to the toy

market. Barbie has a universal appeal and collectors both young and old enjoy time spent and memories made with their dolls. 1. When Ruth and Elliot Handler was young, they had a strong desire A) to go to school. B) to take photos. C) to make frames. D) to be highly successful. 2. Who owned Mattel? A) Mattson. B) Elliot. C) Harold Mattson and Elliot Handler. D) Harold Mattson, Ruth and Ellion Handler. 3. It can be inferred from the second paragraph that Lilli was fashioned after A) Build. B) a German doll. C) a pretty girl. D) a shapely woman. 4. Where did Ruth Handler ' s inspiration for the design of the Barbie doll come from? A) Barbie. B) Lilli. C) Charlotte Johnson. D) A fashion designer. 5. Which of the following statements is NOT true of the Barbie doll? A) She does not attract young men. B) She has undergone many changes over the years. C) She is 11.5 inches tall. D) She has managed to keep up with fashion.

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