

The Barbie Doll

In 1945, Ruth and Elliot Handler made a new company called Mattel. Their company made action toys for boys and girls in America.

In 1957, Ruth Handler designed a doll for little girls. The new doll was named after the Handler's own daughter, Barbie. The Barbie dolls were made of plastic and manufactured in Japan. By 1959, Barbie was being sold in stores all over America.

Before Barbie, most dolls for young girls were baby dolls. The baby dolls taught girls how to be mothers. Barbie was different. The new doll was a young woman. She looked like a fashion model. Most important, Barbie had many beautiful clothes. Barbie taught young girls how to shop.

Later, Mattel designed a wedding dress for Barbie. After they designed the wedding dress, they designed Ken, Barbie's boyfriend. Ken was named after Ruth and Elliot Handler's son, Ken Handler.

Barbie was sold on television. In 1959, this was a new way to sell toys to children. Today, Barbie is still very popular in America. The average American girl has seven Barbie dolls.



**READING COMPREHENSION**

Answer the following questions using complete sentences.

1. What year did Ruth and Elliot Handler make a new company?

2. What did their new company make?

3. What did Ruth Handler design?

4. When did she design the new doll?

5. The new doll was named Barbie. Who is also named Barbie?

6. Where were Barbie dolls manufactured?

7. Where was Barbie sold?

8. Before Barbie, what kind of dolls did most young girls have?

9. What did baby dolls teach young girls?

10. What did Barbie look like?

11. What did Barbie teach young girls?

12. Who was Ken?

13. When was Ken designed?

14. Where were Barbie dolls sold?

15. How many Barbie dolls does the average American girl have?
