

Elliot and Ruth Handler introduced a new doll at a toy show in New York on March 9, 1959. The doll, which they called Barbie was produced by their company, Mattel, Inc. The handlers could not have imagined that year's later two Barbie dolls would be sold every second! Barbie has been a teacher an astronaut and more about 100 new outfits are designed for Barbie each year. Barbie's friend Ken takes his name from the Handlers sun.