

## CRAYOLA CRAYONS

NOTICING A NEED IN SCHOOLS FOR SAFE AND AFFORDABLE WAX CRAYONS, BINNEY & SMITH MAKE THE FIRST BOX OF EIGHT CRAYOLA CRAYONS. THE BOX SOLD FOR A NICKEL AND CONTAINED BLACK, BROWN, BLUE, RED, VIOLET, ORANGE, YELLOW, AND GREEN — THE SAME COLORS IN THE BOX OF EIGHT TODAY. THE CRAYOLA NAME WAS COINED BY ALICE BINNEY, WIFE OF COMPANY FOUNDER EDWIN BINNEY, AND A FORMER SCHOOL TEACHER.

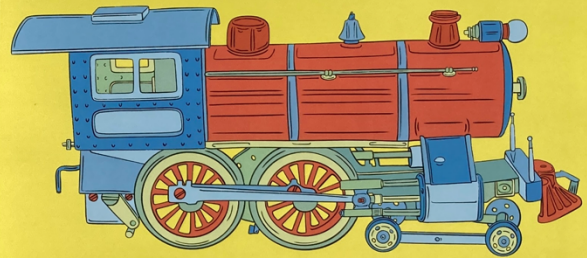


1900s

CRAYOLA CRAYONS

## LIONEL TRAINS

LIONEL TRAINS ARE A MODEL TRAIN COMPANY IN NEW YORK CITY, FOUNDED AND DEVELOPED BY LIONEL COWEN IN 1900. THE COMPANY INTRODUCED THE FIRST TRAIN IN 1901, KNOWN AS THE ELECTRIC EXPRESS. INTERESTINGLY, IT'S THE WORLD'S FIRST ELECTRIC TRAIN. HENCE, IT CAUGHT EVERYONE'S ATTENTION WHEN IT WAS FIRST INTRODUCED AS A TOY MODEL IN TOY STORES. LIONEL AND HIS COMPANY STARTED PRODUCING LIONEL TRAIN MODELS FOR INTERESTED CONSUMERS.



1910s

LIONEL TRAINS

## RADIO FLYERS

ANTONIO PASIN FOUNDED THE RADIO FLYER WAGON COMPANY, ORIGINALLY CREATING HANDMADE WOODEN WAGONS BUT SWITCHED TO A STAMPED STEEL CONSTRUCTION IN THE LATE 1920s. HE CALLED HIS NEW WAGON THE 'RADIO FLYER' AS A REFERENCE TO TWO OF THE GREAT TECHNOLOGICAL FEATS OF HIS LIFETIME. PASIN BEGAN USING METAL-STAMPING TECHNOLOGY TO PRODUCE STEEL WAGONS — AND IT WAS AN IMMEDIATE HIT

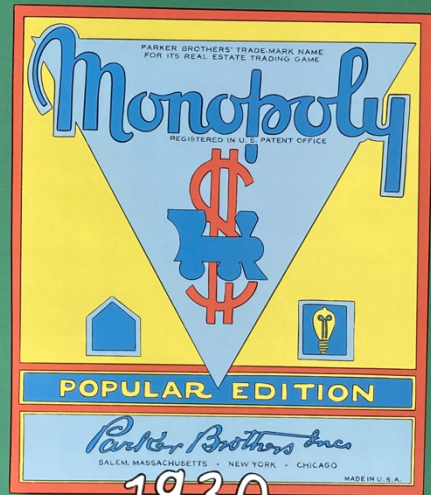


1920s

RADIO FLYER WAGONS

## MONOPOLY

MONOPOLY IS DERIVED FROM THE LANDLORD'S GAME, CREATED BY LIZZIE MAGIE IN THE U.S. IN 1903. MONOPOLY WAS FIRST MARKETED ON A BROAD SCALE BY PARKER BROTHERS IN 1935. THE CARTOONIST F. O. ALEXANDER CREATED THE ICONIC CHARACTERS AND MASCOTS. PARKER BROTHERS SETS WERE THE FIRST TO INCLUDE DIE-CAST METAL TOKENS FOR PLAYING PIECES, INITIALLY USING A BATTLESHIP, A CANNON, A CLOTHES IRON, A SHOE, A TOP HAT, AND A THIMBLE.



1930s

MONOPOLY GAME

## TINY MITE RADIO

AFTER THE SECOND WORLD WAR, THE BESHORES COMPANY STARTED SELLING MINIATURE CRYSTAL RECEIVERS USING MODEL NAMES LIKE PA-KETTE, TINY-MITE, PEE WEE AND TI-NEE. THE MOST POPULAR ITEM WAS THE TINYMITE RADIO. ADVERTISEMENTS FROM THE TIME PERIOD PROMISED THAT THE MINIATURE-SIZED, RED RADIOS NEEDED NO TUBES, NO BATTERIES, AND NO ELECTRIC PLUG-INS. THE CRYSTAL RADIO SETS COULD BE HELD IN ONE HAND AND



1940s

TINY MITE RADIO

## MATCHBOX CARS

ENGLISH DIE CASTERS LESLIE SMITH AND RODNEY SMITH FOUNDED LESNEY PRODUCTS IN 1947 AND, ALONG WITH PARTNER JACK ODELL, BEGAN MAKING SMALL TOYS TO FILL SLACK DEMAND DURING WARTIME. IN 1952 ODELL WAS INSPIRED BY A RULE AT HIS DAUGHTER'S SCHOOL THAT PERMITTED STUDENTS TO ONLY BRING TOYS THAT FIT INSIDE A MATCHBOX. HE SCALED DOWN LESNEY'S ROAD ROLLER TOY, PACKAGED IT IN A MATCHBOX, AND SENT HIS DAUGHTER TO SCHOOL. THE MATCHBOX CAR WAS BORN

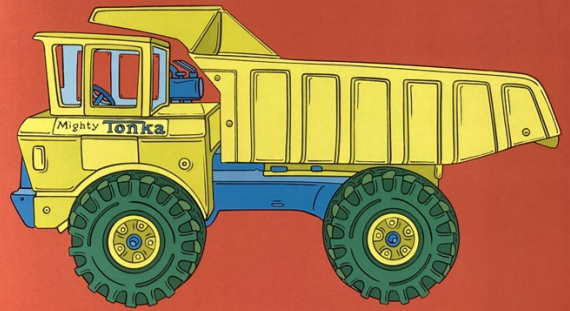


1950s

MATCHBOX CARS

## TONKA TRUCKS

TONKA TRUCKS WERE A HIGH-END PRODUCT, MADE OF EXPENSIVE AND DURABLE MATERIALS, MARKETED AS INDESTRUCTIBLE. THE COMPANY INTRODUCED MINI-TONKA IN 1963; A SMALLER AND CHEAPER TRUCK AIMED AT YOUNGER CHILDREN. THEN THE COMPANY ADDED A JUMBO TRUCK LINE, MIGHTY-TONKA IN 1965. BY 1966 ONE MARKETING SURVEY SHOWED THAT 85 PERCENT OF HOUSEHOLDS INTERVIEWED OWNED TONKA TOYS. THREE YEARS LATER...

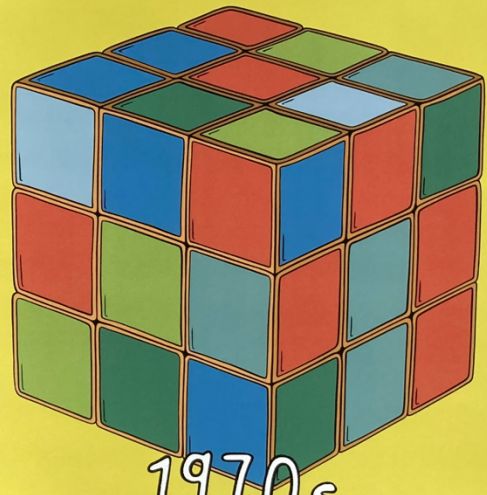


1960s

TONKA TRUCKS

## RUBIK'S CUBE

HUNGARIAN DESIGN TEACHER ERNO RUBIK ASSEMBLED HIS FIRST CUBE PUZZLE IN 1974 AND CALLED IT THE MAGIC CUBE. THE ORIGINAL CUBE WAS MADE OF WOOD, BUT WAS LATER CHANGED TO PLASTIC WITH STICKERS, MEANING THAT ON THE EARLY CUBES, THE POSITION OF THE COLOURS VARIED FROM CUBE TO CUBE. IT WAS ONLY A FEW YEARS AFTER ITS SUCCESS THAT THE COLOUR POSITIONS WERE STANDARDISED.



1970s

RUBIK'S CUBE

## COZY COUPE

THE COZY COUPE WAS INVENTED BY JIM MARIOL FOR THE LITTLE TIKES COMPANY. BEFORE COZY COUPE ROLLED OFF THE ASSEMBLY LINE, THE INVENTOR MADE SURE THE TOY WOULD BE A PERFECT FIT FOR YOUNG HANDS. MARIOL'S CHILDREN WERE THE TEST DUMMIES TO SEE IF THE PROPORTIONS WERE RIGHT FOR SMALLER BODIES. IT TOOK JUST A FEW MONTHS TO GO FROM THE DRAFTING TABLE TO PRODUCTION, WITH SALES IMMEDIATELY TAKING OFF IN THE UK AND US.

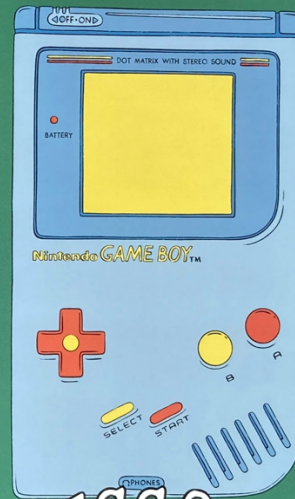


1980s

COZY COUPE

## THE GAME BOY

THE ORIGINAL GAME BOY WAS THE BRAINCHILD OF NINTENDO'S GUNPEI YOKOI. THE GAME BOY WAS AN 8-BIT HANDHELD CONSOLE THAT SUPPORTED INTERCHANGEABLE CARTRIDGES, ALTHOUGH ITS SCREEN COULD ONLY DISPLAY GAMES IN FOUR COLORS OF GRAY. IN 1994, THE INVENTION OF THE SUPER NINTENDO HOME CONSOLE MEANT THAT YOU COULD PLAY GAME BOY TITLES ON A TV WITH SUPER GAME BOY CARTRIDGE, WITH SOME IN COLOUR. IN 1998, THE GAME BOY COLOR WAS RELEASED AND IT COULD SUPPORT UP TO 56 COLOURS.

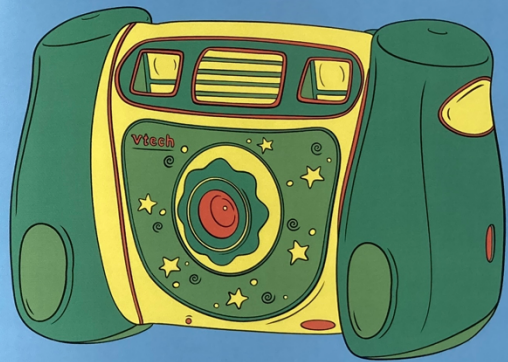


1990s

NINTENDO GAME BOY

## VTECH CAMERA

MADE FOR THE YOUNGEST OF CAMERA LOVERS, THE KIDIZOOM CAMERA FROM VTECH HAD A REAL VIEWING SCREEN AND BINOCULAR VISION VIEWFINDERS. UNLIKE OTHER TOY CAMERAS, THE KIDIZOOM DID MORE THAN TAKE PICTURES. IT COULD CAPTURE VIDEOS AND HAD AN ON-SCREEN EDITOR SO A CHILD COULD QUICKLY ADD A FILTER OR STAMP TO A PHOTO. THE RESULTS WERE ABLE TO BE DISPLAYED EITHER ON A TV OR A COMPUTER.

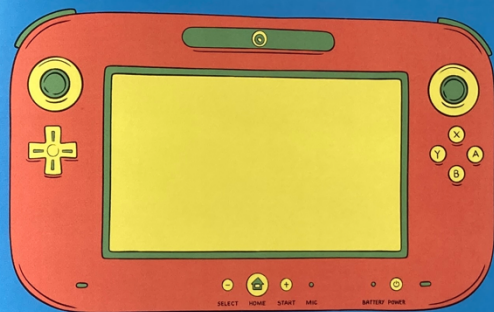


2000s

KIDIZOOM CAMERA

## NINTENDO WII U

THE WII U WAS A HOME VIDEO GAME CONSOLE DEVELOPED BY NINTENDO, AND THE SUCCESSOR TO THE WII. THE CONSOLE WAS RELEASED IN NOVEMBER 2012 AND WAS THE FIRST EIGHTH-GENERATION VIDEO GAME CONSOLE. THE WII U WAS THE FIRST NINTENDO CONSOLE TO SUPPORT HD GRAPHICS. THE SYSTEM'S PRIMARY CONTROLLER IS THE WII U GAMEPAD, WHICH FEATURED AN EMBEDDED TOUCHSCREEN, AND COMBINED DIRECTIONAL BUTTONS, ANALOG STICKS, AND ACTION BUTTONS.



2010s

NINTENDO WII-U