

# Barbie

## The History of America's Most Famous Doll



*Ruth Handler in 1961, originally published by Los Angeles Times; photographer unknown*

She might be the most famous doll in the world. For more than sixty years, Barbie has been played with, analyzed, collected, criticized and loved. In this illustrated lecture, historian Leslie Goddard, Ph.D., delves into the history of Barbie. Learn what inspired Mattel to develop Barbie in 1959, how Barbie helped make Mattel one of the world's most successful toy companies, and what Barbie's impact has been on American culture.