

# ***TIMELINE OF EVENTS***

## ***Frisbee History in a Nutshell***

- 1920 Walter Fredrick Morrison born, Richfield, Utah. (January 23)
- 1920 Lucile (Lu) Eleanor Nay born. (June 7)
- 1937 Fred flips a popcorn can lid at a Nay family Thanksgiving gathering. (November 25)
- 1938 Fred & Lu begin selling cake pans on Santa Monica, California beaches.
- 1939 Fred and Lu get married. (April 3)
- 1940s Fred serves in WWII as an Army Air Corps pilot, is shot down, and becomes a POW for 48 days.
- 1946 Fred sketches a design for the world's first flying disc and names it the Whirlo-Way after the legendary racehorse Whirlaway. A draftsman translates it into a professional drawing which Fred mails to himself and copies to two others to establish priority.
- 1947 Pilot Ken Arnold reports nine UFOs flying by Mount Rainier. During an interview with him by Bill Bequette of United Press, Arnold states: "Well, they flew erratic, like a saucer if you skip it across the water." Bequette, in his write-up, coins the term "Flying Saucer." An alien craft is reported to have crashed near Roswell, NM.
- 1947 Fred meets Warren Francioni who puts up the money to develop a plastic flying disc mold. Their partnership, called PIPCO, is born.
- 1948 The first plastic flying discs, called FLYIN-SAUCERS, are produced.
- 1948-50 Flyin-Saucers sold extensively at fairs, in a few stores, and at beaches using "invisible wire" and other sales ploys.
- 1950 Fred and Warren part company. (February)
- 1955 The birth of the modern flying disc. Fred designs the PLUTO PLATTER—universally recognized as far superior to the Flyin-Saucer in both flight performance and appearance!
- 1955 Lu Morrison coins the famous instructions on the back of the Pluto Platter: "Play Catch—Invent Games. To Fly, Flip Away Backhanded. Flat Flip Flies Straight, Tilted Flip Curves—Experiment!"
- 1956 Wham-O co-owners, Rich Knerr and Arthur "Spud" Mellin, observe the successful sales of the Pluto Platter at regional fairs.
- 1956 Fred begins negotiations with Wham-O in December.
- 1957 On January 23, Fred and Lu sign all rights to the Pluto Platter over to Wham-O. They are sold in test stores at first, then in sporting-goods and general retail stores.
- 1957 Wham-O first uses the name "Frisbee" (June 17; in commerce July 8).
- 1957-8 The Hula Hoop fad inundates Wham-O and temporarily limits Pluto Platter production.
- 1957-60 Fred and Lu continue to sell Pluto Platters at fairs.
- 1957 Wham-O submits an application for a design patent in Fred's name on July 22 (serial No. 47,035).
- 1957 Fred and Lu demonstrate wooden prototype Hula Hoops to fairgoers for Wham-O.
- 1958 The Pluto Platter mold is retooled to add the name "Frisbee."
- 1958 Fred receives U.S. Design Patent No. 183,626 on September 30 for a "Flying Toy."

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- 1959 Wham-O receives Registered Trademark #679186 for the name "Frisbee" on May 2.
- 1961 Fred becomes a building inspector for the City of Los Angeles, California.
- 1964 Pluto Platters are demonstrated at the New York World's Fair by players behind a glass wall.
- 1964 Ed Headrick, newly hired Vice President in Charge of Marketing, has Wham-O alter the mold for the Pluto Platter to make the Professional Model Frisbee, released in October.
- 1965 Ed Headrick files a patent application for a Flying Saucer on November 1 based on the improved flight performance caused by "a series of concentric discontinuities" (rings) first used on the Pro.
- 1967 Ed Headrick is awarded the first utility patent on a flying disc, #3359678, on December 26.
- 1967 International Frisbee Association (IFA) developed by Ed Headrick.
- 1969 The first International Junior Frisbee Tournament is held in Madison Square Garden, N.Y.C.
- 1970 Fred operates "Walt's Hardware," in La Verne, CA.
- 1974 Fred attends the World Frisbee Championships held at the Rose Bowl in Pasadena, CA.
- 1978 Fred is inducted into the Frisbee Hall of Fame as a charter member.
- 1983 Fred moves back to Utah, buys the lease for the Richfield Municipal Airport and runs a motel.
- 1987 Lu Morrison dies.
- 1993 Fred operates the Crooked Arrow Ranch (breeding racehorses).
- 2000 Fred sells his racehorse business.
- 2002 Ed Headrick dies.
- 2006 *Flat Flip Flies Straight, True Origins of the Frisbee* is published by Fred Morrison and Phil Kennedy.
- 2007 Wham-O celebrates the 50th Anniversary of the Frisbee by re-issuing the Pluto Platter and other historic flying disc models.
- 2010 Fred Morrison dies at 90 on February 9.

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