Parker Brothers Encyclopedia Article

Parker Brothers

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Parker Brothers

Parker Brothers is the company most well-known for *Monopoly,* arguably the most famous board game of all. In 1883 a 16-year-old named George S. Parker of Salem, Massachusetts, invented *The Game of Banking.* After two companies rejected the game, he decided to market it himself. With his profits, he established the George S. Parker Company. He later invited his brothers to join and the company officially became Parker Brothers. Long a successful company, alongside its rival Milton Bradley (also located in Massachusetts), Parker Brothers' biggest success came in the 1930s with *Monopoly,* which brought the company revenues of a million dollars by 1936. Over the years, Parker Brothers produced many other popular games, such as *Clue* and *Trivial Pursuit.* In 1968 General Mills bought Parker Brothers—it was spun off as Kenner-Parker two years later—and in 1991 it was acquired by Hasbro, the second leading toy producer after Mattel.

Further Reading:

Parker Brothers. *Ninety Years of Fun, 1883-1973: The History of Parker Brothers.* Salem, Massachusetts, Parker Brothers, 1973.

Wojahn, Ellen. *Playing by Different Rules.* New York, AMACON, 1998.