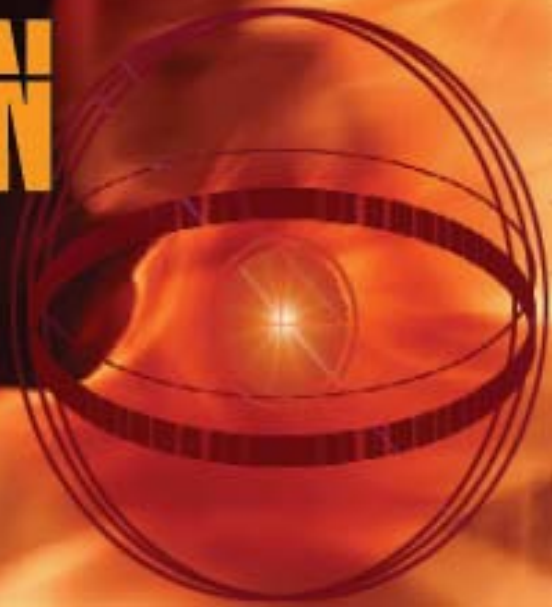


INTER:MISSION



Decent Exposure: Today's Starbuck's logo.

Starbucks started as a single store on Seattle's waterfront in 1971. The original owners named the brand after the coffee-loving first mate in Melville's classic novel, "Moby Dick." The logo features a stylized two-tailed cartoon "siren." The first logo featured the siren doing the "Full Monty" from the waist up, but over the years she has taken on a more conservative appearance.



*BYOP "Bring Your Own Potato":
1952 kits MINUS the plastic potato body.*

In 1952, Mr. Potato Head was born, consisting entirely of parts such as eyes, ears, noses and mouths. Parents actually had to supply children with real potatoes for face-changing fun! Mr. Potato Head was the first toy to be advertised on network television. Mrs. Potato Head appeared in 1953 and in 1964, the Potato Heads started to come with plastic bodies included.

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