

Fred Morrison, l'inventeur du Frisbee, est mort

Créé le 12.02.10 à 08h51

Mis à jour le 12.02.10 à 08h57 | [14](#) commentaires

Des personnes jouant au Frisbee devant le Reichstag de Berlin, le 11 août 2008/F.BENSCH / REUTERS

DISPARITION - Classique des plages et des campus américains, le disque de plastique est désormais un objet culte à travers le monde...

L'inventeur du Frisbee, l'Américain Walter Fredrick Morrison, est décédé d'un cancer du poumon le 9 février à son domicile de Monroe, dans l'Utah, à l'âge de 90 ans, rapporte le San Francisco Chronicle.

L'histoire débute en 1937

L'origine de cette galette de plastique est controversée, mais c'est bien Fred Morrison qui en avait commencé la commercialisation à grande échelle. L'histoire a débuté en 1937 quand Morrison et sa petite amie s'amusaient à se lancer le couvercle d'un pot de pop-corn dans leur jardin californien.

Place ensuite au moule à gâteaux. Charpentier de profession, Fred Morrison peaufine l'aérodynamique et commence à vendre son invention sur les plages de Californie. Après la Seconde Guerre Mondiale, à laquelle il participe en tant que pilote de chasse, la mode des extraterrestres débarque aux Etats-Unis.

Une inspiration venue d'ailleurs

Fred Morrison s'inspire des soucoupes volantes pour apporter une touche finale au premier disque en plastique au monde: le «Flyin-Saucer». Il le met en vente en 1948, mais les premiers résultats sont moyens.

Morrison ne désespère pas et travaille à un nouveau moule qu'il baptise «Disque de Pluton», sur lequel il dessine toutes les planètes du système solaire. L'entreprise californienne Wham-O, qui s'est fait connaître avec la vente du Hula Hoop, s'intéresse à l'objet et, en 1957, Fred Morrison leur vend les droits du «Pluto Platter» en échange de royalties à vie.

«Un nom stupide qui ne veut rien dire»

Wham-O a finalement renommé un peu plus tard l'objet «Frisbee» lorsque les dirigeants de la firme se sont rendu compte que les jeunes de la côte est des Etats-Unis surnommaient le disque «Frisbie», du nom d'un gâteau de la même forme, en vogue sur les campus. Afin d'éviter les problèmes de droits, Wham-O modifie une lettre du nom et le «Frisbee» était né.

Cependant, Fred Morrison n'a jamais apprécié cette nouvelle appellation. Pour lui, il s'agissait «d'un nom stupide qui ne veut rien dire». Wham-O n'en a eu que faire, la firme californienne a vendu plus de 200 millions d'exemplaires du «Frisbee» en près de 50 ans.

Racontez-nous vos meilleurs souvenirs de Frisbees dans les commentaires ci-dessous...

Corentin Chauvel

Walter Frederick Morrison, inventeur du Frisbee



Fred Morrison, en 1957.

Walter Frederick Morrison, surnommé "Fred", l'homme à qui l'on doit l'invention du Frisbee, est mort, mardi 9 février à l'âge de 90 ans dans l'Utah (ouest des Etats-Unis), d'un cancer du poumon.

Il était né à Richfield (Utah) le 23 janvier 1920. Il a 17 ans lorsque, à l'occasion d'un pique-nique du Thanksgiving, lui et son amie (et future femme) Lucile "Lu" Nay s'envoyèrent et se retournèrent une boîte de pop-corn en attendant l'heure du dîner. Tous deux se rendirent vite compte qu'un moule à gâteau volait de manière plus efficace. Ils lancèrent alors une petite affaire (Flyin'Cake Pans) sur la plage de Santa Monica en Californie.

Après avoir acquis quelques rudiments d'aéronautique aux commandes d'un P 47 Thunderbolt de l'US Air Force lors de la campagne d'Italie durant la seconde guerre mondiale, il revient aux Etats-Unis. En 1946, il anticipe l'engouement américain pour les "apparitions" extraterrestres et crée le Whirlo-Way : c'est, déjà, une sorte de soucoupe volante qui annonce le futur disque en matière plastique légèrement bombé que l'on se renvoie en lui imprimant un mouvement de rotation. Deux ans plus tard, il commercialise son invention, the Flying Saucer (la "soucoupe volante"), cette fois-ci moulée dans de la Bakélite.

En 1955, convaincu qu'il pouvait produire son discolplane à moindre coût, Walter Frederick Morrison crée le Pluto Platter. Ce sont les droits exclusifs de cette dernière évolution que rachète, en 1957, la firme Wham-O. Cette fabrique de jouets produit, notamment, le Hula-Hoop, le Super Ball et le Water Wiggle. Le marketing s'empare du sujet. Les spécialistes de la société rebaptisent l'engin Frisbee, nom emprunté à la Frisbee Pie Company, grande pourvoyeuse de tourtes à l'adresse des campus de la Côte est. En échange de son invention, Walter Frederick Morrison obtient des royalties à vie. Sa fortune est faite. L'affaire est aussi un succès commercial pour Wham-O qui a vendu à ce jour quelque 200 millions d'exemplaires du singulier jouet, sur tous les continents sauf l'Antarctique, précise l'entreprise.

Amélioré en 1964, le Frisbee mobilise des adeptes et devient objet de compétition que portent les fédérations de l'Ultimate Frisbee où deux équipes s'affrontent, chacune protégeant son en-but, et de la Frisbee Golf League où l'objet volant doit atteindre un panier ou une cible. Des records de lancer (250 mètres) et de durée de vol (16,72 secondes) sont même établis par la Fédération mondiale des disques volants. L'autre grande singularité des nombreuses pratiques sportives associées au Frisbee est d'être à la fois mixtes et auto-arbitrées.

Sur le même sujet :

Recevez les alertes par e-mail en cas d'événement majeur : Abonnez-vous au Monde.fr

Malgré le succès planétaire du Frisbee, "Fred" n'a, semble-t-il, jamais aimé le nom donné à sa création. *"Il a toujours pensé que cela ne correspondait à rien*, indiquait Phil Kennedy, son biographe, dans le *Wall Street Journal* du 12 février. Que c'était un nom stupide qui ne voulait rien dire." Il déclarait toutefois, en 2007, à l'occasion du cinquantième anniversaire de son invention : "Observez le sourire d'un enfant alors qu'il attrape un disque, un après-midi d'été dans un parc, ou un adulte plongeant, tête la première, pour tenter de le récupérer : c'est tout simplement cela, l'esprit du Frisbee."

Jean-Jacques Larrochelle

Dates clés

23 janvier 1920 : Naissance à Richfield (Utah).

1946 : Création du Whirlo-Way.

1948 : Commercialisation du Flying Saucer.

1955 : Création du Pluto Platter.

1957 : Le fabricant de jouets Wham-O rachète les droits du Pluto Platter et le rebaptise Frisbee.

1964 : Lancement de compétitions de Frisbee, dont la Frisbee Golf League.

9 février 2010 : Mort dans l'Utah.

États-Unis

Disparition de Fred Morrison, l'inventeur du frisbee

Faits divers vendredi 12 février 2010



Le frisbee, un objet devenu culte sur les plages du monde.

Photo : Archives Ouest-France

Son nom vous est soit inconnu, soit vous rappelle vaguement le chanteur des Doors. Fred Morrison est mort d'un cancer du poumon le 9 février selon le San Francisco Chronicle. A 90 ans, l'homme de l'Utah s'en va mais aura marqué à jamais plusieurs générations. Inventeur du frisbee, Fred Morrison, avait lancé la commercialisation à grande échelle dans les années 40.

Le frisbee rejoint le Hula-Hoop

L'idée lui vient quand, avec sa femme, ils s'amuse à se lancer un moule à gâteaux. Le charpentier Morrison s'inspire des images de soucoupes volantes pour travailler l'aérodynamisme des ses galettes de plastique. Après plusieurs essais, Fred Morrison est finalement repéré par l'entreprise californienne Wham-O, connue pour la vente du Hula Hoop, à qui il vend les droits de son objet, alors baptisé « Plutto Platter » (disque de Pluton).

Plus de 200 millions vendus

L'objet, devenu culte, est surnommé « frisbie » par les étudiants américains, comparant le disque à un gâteau de la même forme. Wham-O décide finalement de le renommer « Frisbee. » Depuis, l'entreprise en a vendu plus de 200 millions.

Le Journal du Dimanche

Sport | Autres | 12/02/2010

L'inventeur du frisbee est mort

Walter Frederick Morrison, l'inventeur du frisbee, est mort mardi d'un cancer du poumon. Il était âgé de 90 ans. Depuis sa commercialisation dans les années 1940, le fameux disque de plastique volant s'est vendu à des centaines de millions d'exemplaires.

Mort à 90 ans de l'inventeur du frisbee, Walter Frederick Morrison



L'homme, à qui l'on doit l'invention du frisbee, Walter Frederick Morrison, est mort mardi à l'âge de 90 ans dans l'Utah (ouest des Etats-Unis), a-t-on appris auprès de l'entreprise qui fabrique le célèbre disque en plastique. (© AFP Sam Yeh)

WASHINGTON (AFP) - L'homme, à qui l'on doit l'invention du frisbee, Walter Frederick Morrison, est mort mardi à l'âge de 90 ans dans l'Utah (ouest des Etats-Unis), a-t-on appris vendredi auprès de l'entreprise qui fabrique le célèbre disque en plastique.

"Fred" Morrison, originaire de l'Utah, a commencé en 1937 en s'amusant à lancer un simple moule à gâteau en métal sur les plages et dans les parcs de Californie du sud, avant que, deux décennies plus tard, l'invention soit brevetée sous la forme d'un disque aérodynamique en plastique.

Morrison a d'abord vendu ses moules transformés en jouets avec celle qui allait devenir sa femme, Lucile, puis, après la Seconde Guerre mondiale, le couple a parcouru les foires commerciales de l'Ouest des Etats-Unis avec son invention, baptisée "Pluto Platter".

En 1957, Morrison a vendu le brevet de son invention, améliorée avec des bords recourbés pour la rendre plus aérodynamique et désormais en plastique, au célèbre fabricant de jeux Wham-O, également célèbre pour le Hula Hoop.

Le disque allait ensuite prendre le nom de frisbee, d'après celui utilisé par des étudiants de la côte Est qui s'amusaient à se lancer les couvercles en étain fournis par une boulangerie, la Frisbie Pie Co.

En 50 ans, 200 millions de frisbees ont été vendus, ce qui ne laissait de surprendre Morrison. "Qui aurait pu imaginer cela?" s'interrogeait-il en 2007, qualifiant ce succès d'"incroyable".

Wham-O lui rend hommage vendredi sur le site internet officiel du frisbee, en soulignant que "depuis l'invention du ballon, aucun autre objet aussi simple n'a donné lieu à autant de jeux et de sports de compétition".

Au 50e anniversaire du brevet de son invention, Fred Morrison avait souligné que le frisbee était resté le même dans un monde qui ne cessait de changer. "Voir le sourire d'un enfant quand il attrape le disque en train de s'élever, un après-midi d'été au parc, ou un adulte plonger pour le rattraper au moment où il retombe, c'est tout l'esprit du frisbee", disait-il alors.

Fred Morrison 1920-2010 - Inventor Spun Famous Toy Frisbee

“more in Business - By STEPHEN MILLER

Fred Morrison put his World War II experience as a fighter pilot to peaceful use by inventing what became known as the Frisbee.

Mr. Morrison, who died Tuesday at age 90, called his earliest flying disks "Whirlo-Way" and "Pluto Platter," to capitalize on the flying saucer craze of the 1950s.

Associated Press

Mr. Morrison's invention gained counter-culture status in the 1960s.



But it wasn't until he licensed the invention to the Wham-O Manufacturing Co. in 1957 that sales took off. Wham-O rechristened the disks Frisbees and removed the flying-saucer-like portholes. Sales eventually reached the hundreds of millions, making it one of the most popular toys of the 20th century.

In the 1960s, the Frisbee became identified with the counter-culture and with movie stars like Richard Burton and Julie Andrews, who affirmed they were fans. The disks even inspired new sports, including Frisbee Golf and Ultimate.

"It is impossible to fathom the impact Fred Morrison has had on the world through the invention of such a simple object know as the Frisbee," said Kevin Givens, executive director of the World Flying Disc Federation.

Raised in Utah and California, Mr. Morrison began his fascination with flying disks as a teen, throwing popcorn lids and then cake pans on the Santa Monica beach. In a memoir, Mr. Morrison wrote that a stranger once offered to buy one of his pans for a quarter.

Obituaries

Notable deaths from the business world and entertainment industry from Tributes.com.

"At the time cake pans cost about a nickel," Mr. Morrison wrote. "A business was born!" Mr. Morrison's toy business was interrupted by World War II, during which he piloted bombers and fighters. He was shot down while flying a P-51 Mustang over Italy in 1945 and held as a POW. After the war, he used the knowledge he had gained in the Army Air Corps to design a more aerodynamic flying cake pan.

But the disks proved tough to sell, as no one knew how to throw them. The title of Mr. Morrison's memoir, "Flat Flip Flies Straight!" comes from the instructions that were embossed on the bottom of each Pluto Platter.

Mr. Morrison put on demonstrations at county fairs and department stores. Onlookers sometimes thought the disk's unusual flight pattern was caused by unseen wires. For a while, Mr. Morrison sold "invisible wire" with Flyin-Saucers (another temporary product name) thrown in for free.

Frustrated at the toy's unpopularity, Mr. Morrison patented the design, then licensed it to Wham-O, whose biggest hit to date had been a slingshot. The company renamed it Frisbee after an East Coast pie company whose tins had been popular toys among students.

Mr. Morrison created a few more toys, including a water-filled bowling set, and worked on a battery-powered tomahawk. He raised quarter-horses on his ranch in Utah, and operated a small airport. "I never liked the name Frisbee," Mr. Morrison told Tim Walsh, author of the WHAM-O Super Book. "I thought it was stupid."

Write to Stephen Miller at stephen.miller@wsj.com

<http://levif.rnews.be/index.jsp>



Fred Morrison, le père du frisbee est mort

12/02/2010 12:25

L'Américain Fred Morrison, l'inventeur du frisbee, est décédé le 9 février d'un cancer du poumon dans le comté de Sevier, dans l'Utah. Agé de 90 ans, il n'était ni riche, ni célèbre mais son invention, le frisbee, a été un succès planétaire avec des centaines de millions d'exemplaires vendus, ont annoncé jeudi les media américains.

Morrison avait inventé le "disque volant" dans les années quarante du siècle dernier. L'idée lui était venue alors qu'il s'amusait, avec sa femme, à se lancer un moule à gâteaux. Le charpentier Morrison s'inspire des images de soucoupes volantes pour travailler l'aérodynamisme des ses galettes de plastique.

Après plusieurs essais infructueux, Fred Morrison a vendu, en 1957, les droits de son invention à la firme californienne Wham-O, connue pour la vente du Hula Hoop.

Le "frisbee" connaît un énorme succès et l'entreprise en a vendu plus de 200 millions à ce jour. Morrison a bien sûr perçu des royalties pour son invention mais cela ne l'a jamais rendu riche.

Levif.be avec Belga

SALT LAKE CITY, Feb. 12, 2010

Walter Morrison, Frisbee Inventor, Dies Entrepreneur Initially Dubbed Flying Disc the "Pluto Platter"; He was 90



This 1957 image provided by Wormhole Publishers shows Walter Frederick Morrison holding a frisbee. Morrison, the man credited with inventing the Frisbee, died Tuesday Feb. 9, 2010. He was 90. **(AP Photo/Wormhole Publishers)**

(AP) Walter Fredrick Morrison, the man credited with inventing the Frisbee, has died. He was 90.

Utah House Rep. Kay McIff, an attorney who represented Morrison in a royalties case, says Morrison died at his home in Monroe, Utah, on Tuesday. McIff is from Richfield, Morrison's original hometown.

"That simple little toy has permeated every continent in every country, as many homes have Frisbees as any other device ever invented," McIff said. "How would you get through your youth without learning to throw a Frisbee?"

Morrison's son, Walt, told The Associated Press Thursday that "old age caught up" with his father and that he also had cancer.

"He was a nice guy. He helped a lot of people," Walt Morrison said. "He was an entrepreneur. He was always looking for something to do."

Morrison sold the production and manufacturing rights to his "Pluto Platter" in 1957. The plastic flying disc was later renamed the "Frisbee," with sales surpassing 200 million discs. It is now a staple at beaches and college campuses across the country and spawned sports like Frisbee golf and the team sport Ultimate. An official disc golf course at Creekside Park in the Salt Lake City suburb of Holladay is named for Morrison.

Morrison co-wrote a book with Frisbee enthusiast and historian Phil Kennedy in 2001. Kennedy released a brief biography about Morrison on Thursday, wishing his late friend "smoooooth flights."

According to Kennedy, Morrison and his future wife, Lu, used to toss a tin cake pan on the beach in California. The idea grew as Morrison considered ways to make the cake pans fly better and after serving as a pilot in World War II, Morrison began manufacturing his flying discs in 1948.

He would hawk the discs at local fairs and eventually attracted Wham-O Manufacturing, the company that bought the rights to Morrison's plastic discs.

Kennedy says Wham-O adopted the name "Frisbee" because that's what college students in New England were calling the Pluto Platters. The name came from the Frisbie Pie Co., a local bakery whose empty tins were tossed like the soon-to-be Frisbee.

Walt Morrison said his father is survived by three children. The family is planning a service for Morrison's friends and relatives Saturday at the Cowboy Corral in Elsinore.

© MMX, The Associated Press. All Rights Reserved. This material may not be published, broadcast, rewritten, or redistributed.

Fred Morrison - Frisbee inventor - dies

Emma Brown, Washington Post
Friday, February 12, 2010

Fred Morrison, a pilot and carpenter most often credited with inventing that most ubiquitous of backyard toys, the Frisbee, died Feb. 9 at his home in Monroe, Utah. He was 90 and had lung cancer.

People have been tossing flat, round objects for millennia, and the origins of the Frisbee have been shrouded in conflicting claims and legend. But it was Mr. Morrison who created the flying disc that was eventually marketed to the world, giving rise to a beloved form of egalitarian picnic entertainment.

Inspiration for Mr. Morrison's flying-saucer toy came in 1937 at a Thanksgiving feast in Southern California. He and his girlfriend, Lucile "Lu" Nay, entertained themselves by tossing a popcorn-tin lid in the backyard. The lid eventually became dented, ruining its aerodynamic potential, and the resourceful couple snatched a cake pan from Mr. Morrison's mother's kitchen.

"That got the wheels turning," he told a Norfolk, Va., reporter in 2007.

He and Nay, whom he eventually married, sold the pans at local beaches and parks. Mr. Morrison was at work on a new and improved flying-cake-pan design when he went off to World War II as a fighter-bomber pilot.

After the war, Mr. Morrison and Nay settled in Southern California. He went to work as a carpenter, but he continued sketching designs for his better-than-ever cake pan. When a series of alleged UFO sightings launched a national craze for all things extraterrestrial, Mr. Morrison took advantage, designing and launching the world's first plastic disc, the Flyin-Saucer, in 1948. But sales sagged.

Undaunted, Mr. Morrison tried again in the mid-1950s. He developed a new mold for a disc he called the Pluto Platter, stamped with the names of all the solar system's planets around its rim.

A young California company called Wham-O, which had made a name for itself with the Hula Hoop, took notice of the Platter's brisk sales. In 1957, Mr. Morrison signed over the Pluto Platter rights to Wham-O in exchange for lifetime royalties.

On a trip to the East Coast, Wham-O executives discovered that young people had their own name for the Platters - "Frisbies," after the Frisbie Pie Co. in Bridgeport, Conn., a bakery whose pie tins had long been popular for tossing on New England college campuses. With a slight change of spelling to avoid trademark trouble, Wham-O's Frisbee was born.

A Wham-O representative said the company has sold well over 200 million Frisbees, which have grown beyond their roots as casual playthings.

Mr. Morrison never liked the Frisbee name. "He thought it didn't apply to anything," Frisbee collector Phil Kennedy recalled in an interview. "It was just a crazy name that didn't mean anything."

This article appeared on page C - 4 of the San Francisco Chronicle

Read more: <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2010/02/11/BATM1C0CVH.DTL#ixzz0gTpxo04L>

From The Times

February 13, 2010

Fred Morrison: Frisbee inventor

Fred Morrison's invention of the Frisbee exemplified the saying "the simplest ideas are the best". More than 200 million of his plastic moulded discs have been sold around the world. Most people have thrown a Frisbee, with varying degrees of success, at some point in their lives.

Morrison's idea started with metal popcorn lids but he found that they dented too easily. He graduated to heavier flat-cake pans, which gave a far more satisfying trajectory. But it was not until he developed a moulded plastic disc with a deeper, thicker rim that the product was really born. This enabled it to rotate in the air for long distances and hover like a flying saucer with hypnotic effect.

Walter Frederick Morrison was born in Richfield, Utah, in 1920. At a Thanksgiving day picnic in 1937 with his future wife, Lucille, the couple were throwing the cake pan to each other on Santa Monica beach when passers-by began to eye the flying object covetously. Some even offered to buy it. The couple began to sell cake pans on the beach for 25 cents each.

Morrison's venture was interrupted by the war, during which he flew a P-47 Thunderbolt in Italy, which gave him further inspiration for the aerodynamics of his disc. He had more time to ponder his ideas after he was shot down and was held as a prisoner of war in the Stalag XIII camp.

After the war he and Lucille settled in southern California, and he worked as a carpenter. In his spare time he further developed the design and with cash from an investor, Warren Franscioni, the disc was moulded in plastic and named the Flyin' Saucer, cleverly taking advantage of a national craze for all things Martian after a spate of UFO sightings.

He redesigned the product again in 1955 and renamed it the Pluto Platter with the planets of the solar system emblazoned on the disc. He sold it at toy fairs dressed as a spaceman.

Two years later he sold the rights to the Wham-O toy company. It was looking for a new generation of toys that would augment the traditional doll and tin soldier and reflect the modern age.

Morrison's product fitted the bill, and it was also an advertiser's dream, being an outdoors activity that was easy to do as a family or with a group of friends and appealed to youngsters and teenagers alike.

Morrison remembered: "Just seeing the smile on a child's face as he or she catches a soaring disc on a summer afternoon in the park, or a grown-up diving headfirst to grab a falling disc, that is what the spirit of the Frisbee is all about."

It was thought that the space theme was becoming unfashionable and Wham-O renamed it after college students in New England had compared the disc to a local pie called the Frisbie. It was rechristened the Frisbee to avoid trademark infringement.

Unlike many toy fads that came and went in the 1950s and 1960s the appeal of Morrison's Frisbee was enduring, and by 1967 Morrison was living comfortably off the royalties.

In 1968 the game Ultimate Frisbee was created, based on American football and soccer but using the disc. The non-contact game became popular on US campuses. In the mid-1970s Frisbee Golf was created, becoming an international pastime. In 1968 the Frisbee also became an integral part of a \$400,000 US Navy research project to test flares in wind tunnels.

Unhappy that others at Wham-O claimed equal billing in the development of the disc, Morrison wrote a book in his mid-eighties to put the record straight: *Flat Flip Flies Straight! True Origins of the Frisbee* (2006). He said: "Who could ever imagine this? From such a simple beginning 50 years ago, to have it become what it has become. My goodness, it's amazing."

He is survived by three children.

AOL News

Fred Morrison, inventor of the Frisbee, was born on January 23, 1920. He died on February 9, 2010, aged 90

Nation

Inventor of Frisbee Dies at Age 90



Terence Neilan Contributor

(Feb. 12) – The man credited with inventing the Frisbee, one of the world's most popular toys, has died at his home in Utah at the age of 90.

Walter Frederick Morrison suffered from cancer, and "old age caught up with him," his son, Walt, told The Associated Press.

According to Phil Kennedy, who co-wrote a book with Morrison in 2001, the idea for the toy came to Morrison after he and his future wife, Lu, tossed a metal cake pan on the beach in California.



Wormhole Publishers, AP

Walter Frederick Morrison grips a Frisbee in a 1957 publicity photo. He originally named the toy the Pluto Platter.

After making some refinements, Morrison began selling it as the Pluto Platter at local fairs in 1948. He sold the rights to the toy in 1957 to Wham-O Inc., which renamed it the Frisbee.

"It's remarkable. That simple little toy has gone from the dusty cow towns of Utah to public parks and places in every major city of the world," Utah House Rep. Kay McCliff, an attorney who represented Morrison in a royalties case, said today in an interview with AOL News. "It was a remarkable spread of a simple device. Who in the world hasn't had or seen one of them? I'm sure it's in houses all over the world."

More than 200 million of the aerodynamic plastic discs are believed to have been sold.

Wham-O's official Web site paid tribute to Morrison by his nickname Fred, wishing him "Smooth flights, Fred!"

Morrison is survived by three children. A memorial service is planned for Saturday at the Cowboy Corral in Elsinore, Utah.

"He was a nice guy," Walt Morrison told the AP. "He helped a lot of people. He was an entrepreneur. He was always looking for something to do."

Filed under: Nation, Weird News, Entertainment

<http://www.newser.com/story/80711/fred-morrison-frisbee-inventor-dies-at-90.html>

Fred Morrison, Frisbee Inventor, Dies at 90 Plastic disc has sold more than 200 million



<http://www2.macleans.ca/2010/02/12/walter-morrison-frisbee-inventor-dies-at-90/>

Categories: Need to know

Walter Morrison, Frisbee inventor, dies at 90

Morrison went from cake tin tosser to entrepreneur

Friday, February 12, 2010 1:13pm - 1 Comment

Frisbee golf athletes and ultimate aficionados everywhere should take a few moments to mark the passing of Walter Frederick Morrison, the man who invented the Frisbee. Morrison, 90, died this week at his home in Monroe, Utah; his son says he had cancer and that "old age caught up" with him. According to historian Phil Kennedy, who wrote a book with Morrison in 2001, Morrison got the idea for the Frisbee while tossing around a tin cake pan with his wife on a California beach. After returning from service as a pilot in WWII, he began exploring ways to make cake tins fly better. By 1948, he was manufacturing flying discs himself. In 1957, Morrison sold the production rights to his "Pluto Platter," which later became known as the Frisbee (after the Frisbie Pie Co. in New England). Walt is survived by his three children.

CBC News

<http://www.allvoices.com/contributed-news/5213099-fred-morrison-frisbee-inventor-dies-at-90>

FRED MORRISON, FRISBEE INVENTOR, DIES AT 90

By WendyCase

Salt Lake City : UT : USA |

Views: 100

The inventor and entrepreneur, Fred Morrison, has died in this Utah home at the age of 90. According to his son, Morrison, died of "old age" but also had cancer.

Morrison began manufacturing the most popular childhood throwing disc in 1948, calling them "Pluto Platter". He came up with the idea when he and his "future" wife, Lu, threw a cake pan upside down on the beach as a pass time. His idea was to make a more flexible and better flying disc. Once he found the perfect formula for his idea, it flew.

In 1957 he decided to sell his manufacturing and production, which later changed the name to the "Frisbee".

The Frisbee has become a childhood toy that has become popular in the parks playing with your dogs, or on the beach as college kids are on spring break.

The name "Frisbee" came when the new owner Wham-O manufacturer, sold the discs in Europe and the youth began calling them by the name. They said it reminded them of the baking tins used by a bakery named "Frisbie Pie Co."

<http://www.newsobserver.com/2010/02/13/336487/fred-morrison-frisbee-inventor.html>

Fred Morrison, Frisbee inventor, dies at 90



WORMHOLE PUBLISHERS - AP

Fred Morrison in 1957 with his brainchild, which he called a Pluto Platter, before selling the rights to Wham-O. tool name

BY DOUG ALDEN - The Associated Press

SALT LAKE CITY -- Walter Fredrick Morrison, the man credited with inventing the Frisbee, has died. He was 90. Utah House Rep. Kay Mccliff, an attorney who represented Morrison in a royalties case, says Morrison died at his home in Monroe, Utah, on Tuesday. Mccliff is from Richfield, Morrison's hometown.

"That simple little toy has permeated every continent in every country; as many homes have Frisbees as any other device ever invented," Mccliff said. "How would you get through your youth without learning to throw a Frisbee?"

"He was a nice guy. He helped a lot of people," Walt Morrison said. "He was an entrepreneur. He was always looking for something to do."

Morrison sold the production and manufacturing rights to his Pluto Platter in 1957. The plastic flying disc was later renamed Frisbee, with sales surpassing 200 million discs. It is now a staple at beaches and college campuses, and spawned Frisbee golf and the team sport Ultimate Frisbee.

An official disc golf course at Creekside Park in the Salt Lake City suburb of Holladay is named for Morrison.

Morrison co-wrote a book with Frisbee enthusiast and historian Phil Kennedy in 2001. Kennedy released a brief biography about Morrison on Thursday, wishing his late friend "smoooooth flights."

According to Kennedy, Morrison and his future wife, Lu, used to toss a tin cake pan on the beach in California. The idea grew as Morrison considered ways to make the cake pans fly better and after serving as a pilot in World War II, Morrison began manufacturing his flying discs in 1948.

He would hawk the discs at local fairs and eventually attracted Wham-O Manufacturing, the company that bought the rights to Morrison's plastic discs.

Kennedy says Wham-O adopted the name "Frisbee" because that's what college students in New England were calling the Pluto Platters. The name came from the Frisbie Pie Co., a local bakery whose empty tins were tossed like the soon-to-be Frisbee.

Walt Morrison said his father is survived by three children. The family is planning a service for Morrison's friends and relatives Saturday at the Cowboy Corral in Elsinore.