



From left: Hasbro's GI Joe (1964); Mattel's Barbie (1959, reissue shown); Ideal's Captain Action (1966, reissue shown); Bozo Punch-Me; Knickerbocker's Boo Boo (1959); Marx's Rock 'Em Sock 'Em Robots (1964); Flintstones bowling game "pin."

GI Joe © Hasbro; Barbie © Mattel; Captain Action © Captain Action Enterprises; Bozo the Clown © Larry Harmon; Boo Boo Bear and Fred Flintstone © Hanna-Barbera Productions; Rock 'Em Sock 'Em Robots © Louis Marx and Co.

