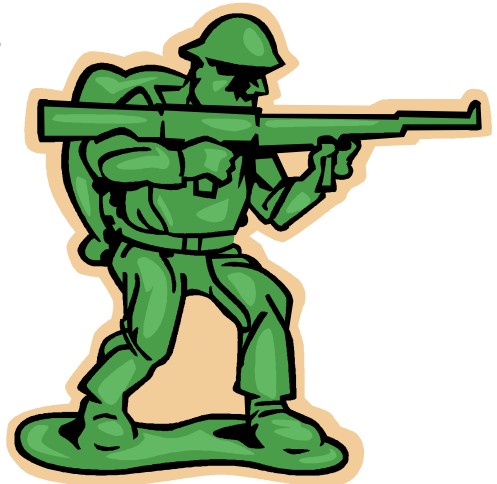


The term "action figure" was first coined by Hasbro in 1964. It was used to market their G.I. Joe figure. The first G.I. Joe action figures were 11 ½ inch tall. They had movable arms and legs and removable clothing. This military figure could be used to act out battles. Hasbro marketed the G.I. Joe towards boys.

In 1982 the Hasbro Company created the 3 ¾ inch scale G.I. Joe. This line came with vehicles, playsets, and background stories. The clothing on these figures is painted on. In this series of stories the G.I. Joe Team must fight the evil Cobra Command to free the world from terrorism.



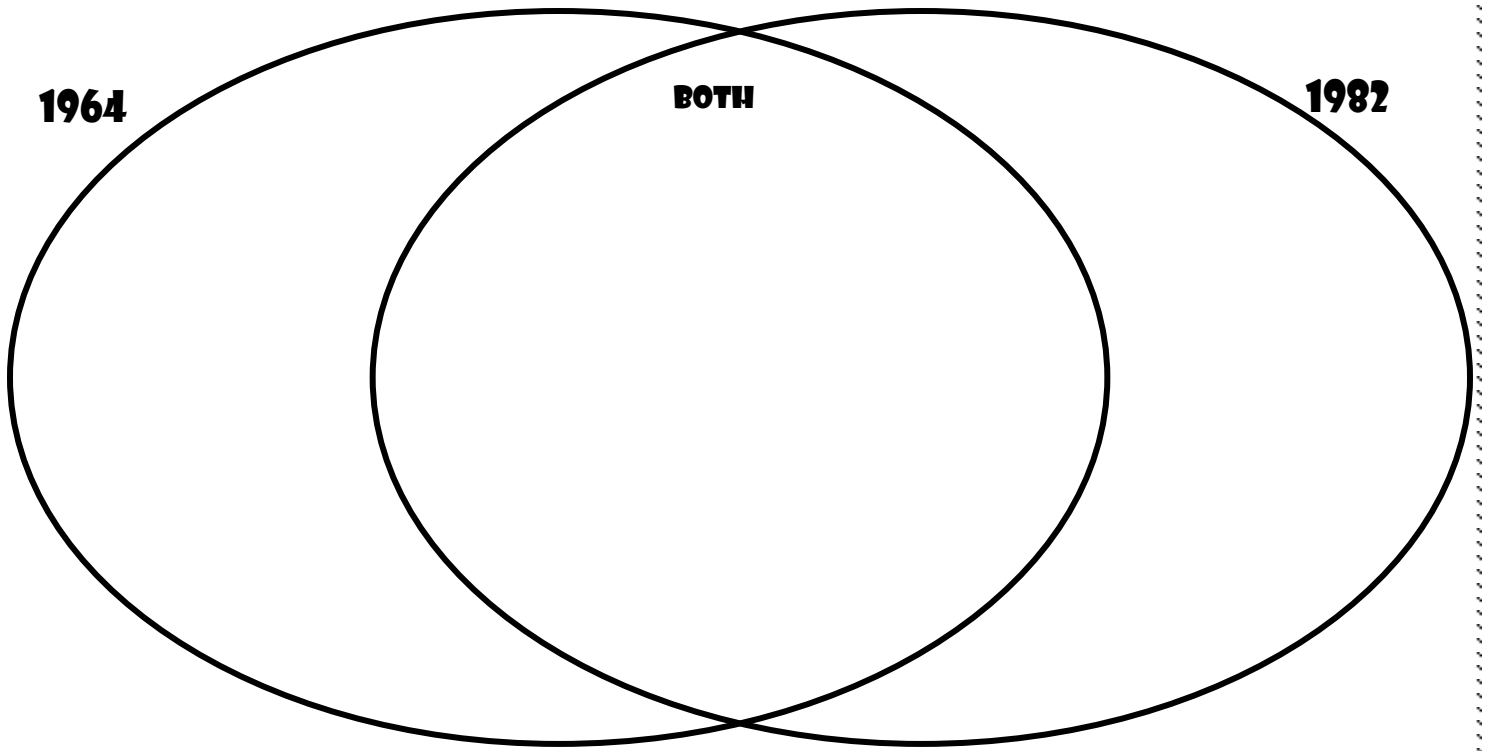
Compare the 1964 to the 1982 G.I. Joe action figures.



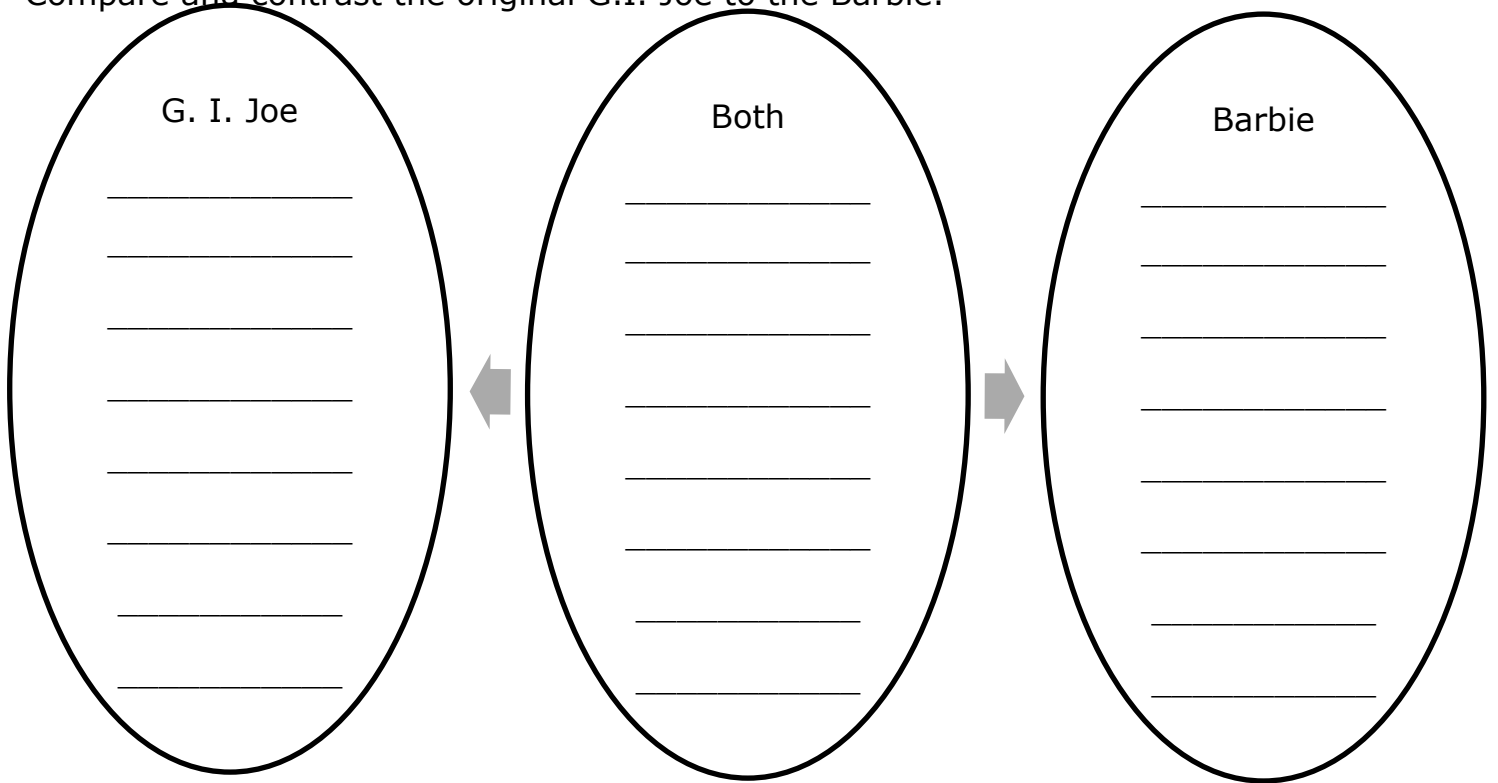
The Barbie doll was manufactured by the Mattel, Inc. Ruth Handler suggested to her husband Elliot, a co-found of the Mattel Toy Company that a doll should be made with an adult body. Ruth found a doll called the Bild Lilli during a trip to Europe in 1956. She bought three; gave one to her daughter Barbara; and took the others her husband. Handler reworked the design of the doll with the help from engineer Jack Ryan. The doll was named Barbie after Handler's daughter and first sold in 1959. The standard doll was approximately 11 ½ inches tall. She was sold with clothes and accessories.

Compare and contrast the G.I. Joe to the Barbie.

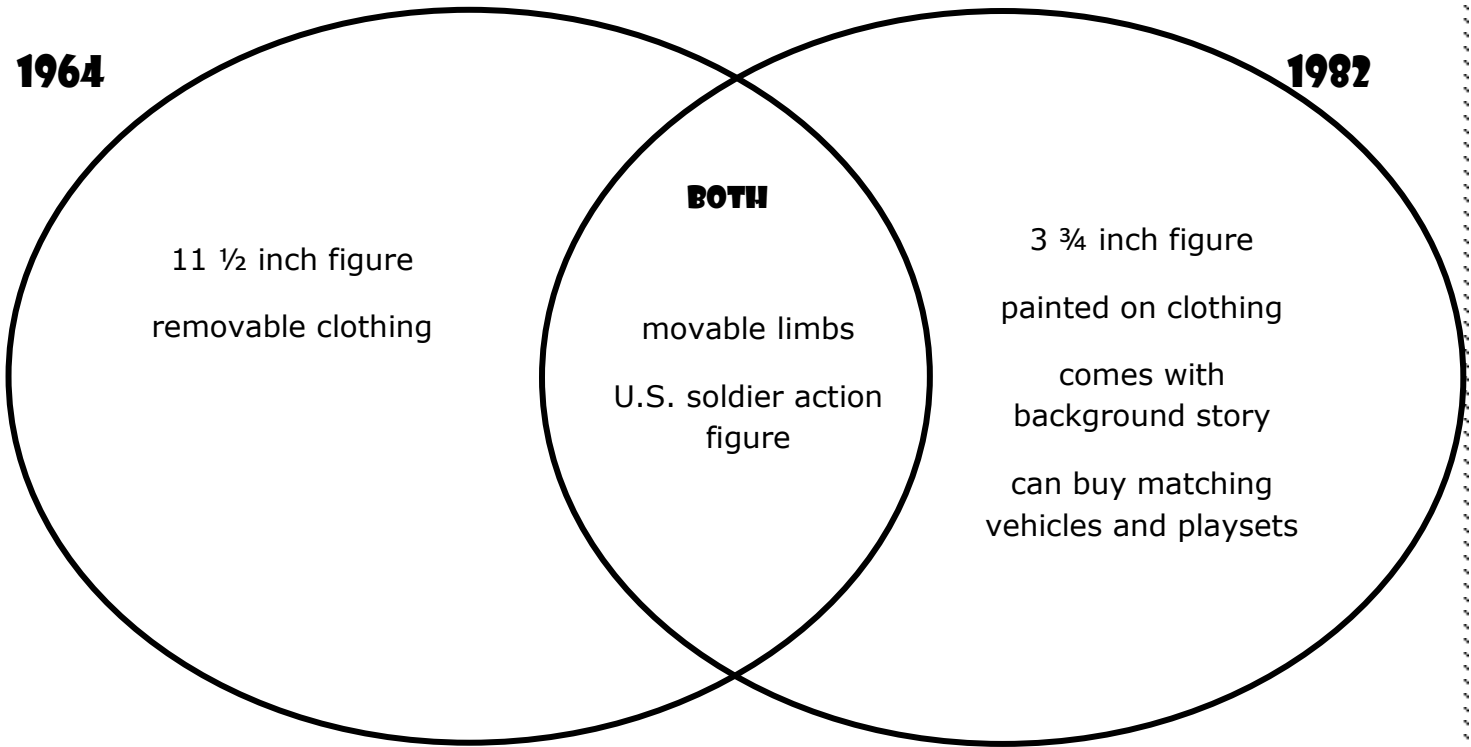
Compare and contrast the 1964 to the 1982 G.I. Joe action figures.



Compare and contrast the original G.I. Joe to the Barbie.

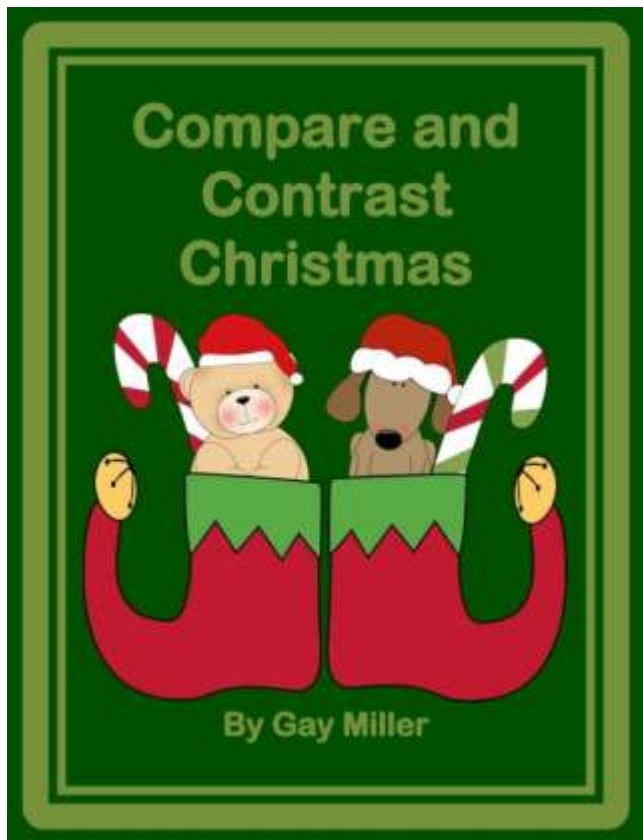


Compare and contrast the 1964 to the 1982 G.I. Joe action figures.



G. I. Joe	Both	Barbie
first made in 1964	11 1/2 inch	First made in 1959
marketed for boys	removable clothing	marketed for girls
Rocky(marine/soldier) Skip (sailor) Ace (pilot)	movable limbs	fashion doll
		clothes and accessories sold
		many companion dolls including Ken who is Barbie's boyfriend

Compare and contrast the original G.I. Joe to the Barbie.



These compare and contrast activities are part of *Compare and Contrast Christmas*.

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