

Action Figures Issue One: Secret Origins

An In-Depth Exploration of the History and Impact of Action Figures



Action Figures - Issue One: Secret Origins by Michael C Bailey

★★★★☆ 4.4 out of 5

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The Dawn of Action Figures

The first action figures were created in the early 1960s by Hasbro and Mattel. These early figures were simple and durable, with limited articulation and a focus on playability. However, they quickly became popular with children, and by the end of the decade, action figures were a major part of the toy industry.

One of the most important early action figures was G.I. Joe, which was introduced by Hasbro in 1964. G.I. Joe was a 12-inch figure that came with a variety of accessories, and it quickly became one of the most popular toys of the era. G.I. Joe helped to popularize the concept of action figures as collectible items, and it also helped to create a new market for military-themed toys.

The Golden Age of Action Figures

The 1970s and 1980s were the golden age of action figures. During this time, action figures became more sophisticated and detailed, and they began to be marketed to a wider audience. Action figures based on popular movies and television shows became especially popular, and children could now collect figures of their favorite characters.

Some of the most popular action figures of the golden age include Star Wars figures, which were introduced by Kenner in 1978, and Transformers figures, which were introduced by Hasbro in 1984. These figures were highly detailed and articulated, and they came with a variety of accessories. They quickly became some of the most popular toys in the world, and they helped to establish action figures as a major force in the toy industry.

The Modern Era of Action Figures

The modern era of action figures began in the 1990s. During this time, action figures became even more sophisticated and detailed, and they began to be marketed to a more adult audience. Action figures based on popular video games and comic books became especially popular, and collectors began to pay high prices for rare and limited-edition figures.

Today, action figures are more popular than ever before. They are collected by people of all ages, and they are available in a wide variety of styles and sizes. Action figures have come a long way since their humble beginnings in the early 1960s, and they continue to be a major part of the toy industry.

The impact of Action Figures

Action figures have had a major impact on popular culture. They have helped to shape the way that we think about toys, and they have played a

role in the development of our imagination and creativity. Action figures have also been used to promote social and educational messages, and they have been used to raise awareness for important causes.

Action figures are more than just toys. They are a reflection of our culture, and they play an important role in our lives. They are a source of entertainment, inspiration, and nostalgia, and they will continue to be a part of our lives for many years to come.



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