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TIME reporter Allie Townsend picks the 100 most influential toys from 1923 to the present

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1950S

Colorforms

By Allie Townsend | Wednesday, Feb. 16, 2011

23 *of* 100

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In what became an ingenious use of plastic for kids, a New York couple, Harry and Pat Kislevitz, created brightly colored vinyl shapes that could be stuck and restuck over and over in different combinations on a laminated board. In 1951, the Colorforms Corp. brought the product to toy stores, and soon box sets were on the market in partnership with already established children's brands like Peanuts, Popeye and Gumby.

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