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Can Mattel save the iconic doll by making her look more like the rest of us?

By Eliana Dockterman 44



A Trump rally in Muscatine, Iowa, on Jan. 24

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First-time voters could propel upstarts Donald Trump and Bernie Sanders to victory in Iowa and New Hampshire. TIME reports By Philip Elliott 32

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On the cover: Photograph by Kenji Aoki for TIME

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