

is Here!

Dear Customer:

Magic. That's what the toy business is all about — creating the magic in a child's world.

In the past two years the dramatic growth of the toy business has been based on exciting new categories which have captured that magic and exploded in sales. Tonka has been a leader in this growth with our GoBots line.

For 1985, the industry is bursting with new product concepts, but only a few will have the magical appeal it takes to succeed. At Tonka, we believe our greatest strength is in making magic. This means innovative concepts that strike a resonant cord with a child's emotions and fantasies. It also means delivering the magic through outstanding product execution and powerful marketing programs.

We're ready for 1985 with our most magical product line and extensive marketing effort ever, but we need your support to make it happen. Join us and we believe you'll agree that, "The Magic Is Here!"

Sincerely,



Patrick S. Feely