

MORE THAN EVER BEFORE...IN '82... KENNER LEADS THE WAY!

- WITH THE MOST POWERFUL COMBINATION OF ADVERTISING AND PROMOTION IN KENNER HISTORY!
- UNPRECEDENTED NATIONAL AND LOCAL TV COVERAGE – REACHING CHILD AND ALL-FAMILY VIEWERS ON ALL 3 NETWORKS. AND IN ALL MAJOR MARKETS!
- EXPANSIVE CONSUMER PRINT SCHEDULES – ALL LEADING WOMEN'S MAGAZINES AND IN SUNDAY COMICS!
- INNOVATIVE AND EXCITING SPECIAL CONSUMER PROMOTIONS ON EVERY MAJOR CATEGORY!



INDEX

BETTY CROCKER EASY-BAKE LINE	88-90
COLORING & PAINTING BOOKS	91-94
CYCLOGRAPH	96
DISCOVERY TIME LINE	112-125
FAST 111'S LINE	58-69
GLAMOUR GALS LINE	72-87
PLAY-DOH LINE	40-55
POWER MOVERS LINE	105-111
RAIDERS OF THE LOST ARK LINE	98-104
SOAPSTERS	95
SPIROGRAPH	97
STAR WARS LINE	Inside Front Cover-19
STAR WARS MICRO COLLECTION	20-39
STRAWBERRY SHORTCAKE LINE	126-Inside Back Cover
TROPICALS	70-71
ULTRA-CHROME T-ZZZERS	56-57

All new half-hour television special
airing nationwide in April, 1982!

INFORMATION ACCURATE AS OF PRESS TIME

Kenner[®]

Kenner Products, Cincinnati, Ohio 45202 N.Y. Showrooms:
One Madison Square Plaza, 41 Madison Avenue