TAKE OFF WITH IDEAL

IDEAL'S 1977 FALL ADVERTISING & PROMOTION PROGRAM

IT'S FIRST CLASS ALL THE WAY...

With Advertising That Starts Earlier... Ends Later

Because Ideal commits its media buying early, you get coverage—and support—you can count on. We're starting earlier than ever this year . . . and we're keeping up the pace all the way until December 19. Once again, Ideal is a sure thing in your market.

With ABC, NBC, CBS Saturday/Sunday Network TV

Ideal's Saturday/Sunday network buy is the biggest in our history. Across-the-board coverage by all three networks reaches 95% of all TV households.

With Thanksgiving "Super Weekend"

Ideal takes over the Thanksgiving Day Parade on both CBS and NBC—and then keeps right on going with "Super Friday" and non-stop weekend commercials to kick off the holiday buying season.

With In-Store Promotions and Displays

Ideal comes right to your door with promotion power—a new line-up of special promotions and in-store displays designed to make holiday sales sparkle.

With Highest-Rated Holiday Specials

Ideal sponsors the highest-rated Family TV specials. For the ninth straight year we're joining Frosty, Rudolph and millions of TV families across the country. This year we're also presenting a holiday package of featured toys, dolls and games on "The Night Before Christmas" Special.

With a Prime Time Network Bonanza

Ideal continues to deliver the best of the best—top-rated shows, movie greats and sports spectaculars. Our prime time network bonanza will reach more than 309 million TV households.

With Spot TV in 150 Markets

Ideal's spot TV covers 225 stations in 150 markets. That means more spot TV on children's shows in your market than ever before.

©IDEAL TOY CORP. 8/77 6M

Printed

DOROTHY HAMILL™

AND HER SKATING 'RINK'



OUTFITS





1290-6 Dorothy Hamill Doll
1292-2 Showtime Sweetheart
1293-0 Rehearsal Warm-Up
1294-8 Swirling Snowflake
1295-5 Assorted Dorothy Hamill Outfits

The Doll That Gets An Olympic-Sized TV Introduction

She slides and circles, she performs a perfect figure eight—she's the Dorothy Hamill Doll, 11½" of pure dynamite from the top of her "Hamill" hair-style to the tips of her removable skates!

The Dorothy Hamill Doll sports a sparkle-trimmed skating outfit, figure skates and a glittering gold medal around her neck. She comes with her own skating rink to do all her special tricks on.

Watch the fans go wild when they see Dorothy skate on her very own rink—performing stunts just like the real Dorothy Hamill. The Dorothy Hamill Doll is going to stir up a flurry of holiday sales activity—she's got all it takes to be the big winner of 1977!

©Dorothy Hamill

TV ADVERTISING POWER

OCTOBER/NOVEMBER/DECEMBER

LOCAL SPOT TV

★ MARKETS 1-25

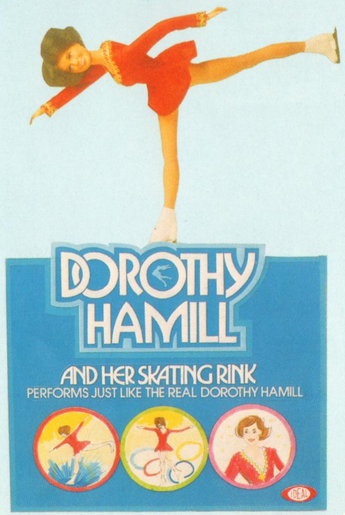
NETWORK TV

★ THANKSGIVING DAY PARADE
★ SUPER FRIDAY
★ FROSTY THE SNOWMAN

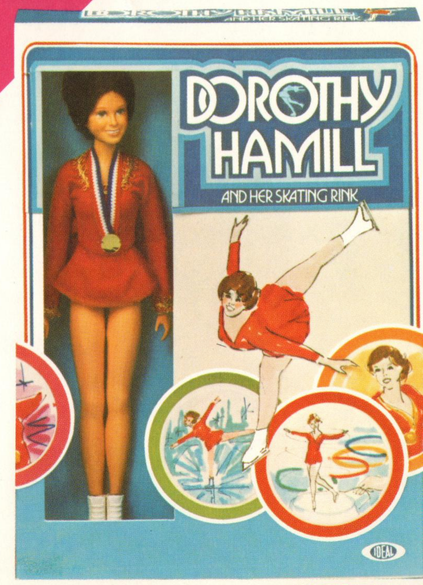
DISPLAY POWER



COLORFUL SHELF TALKER AVAILABLE



Get in on all the excitement with a special Dorothy Hamill Doll motion display.



* ©1977 Dorothy Hamil

SPACE IS BACK... STAR TEAM®

AND IT'S BIGGER THAN EVER!

Announcing Star Team®—an extraterrestrial trio of fantastic voyagers designed to astonish and delight all Earth children.

Star Team's cast of science fiction heroes and heavies—Zeroid, Zem 21 and the Knight of Darkness—keeps up the momentum of the space craze that's sweeping the nation!

Star Team is back and it's NOW . . . Ideal's fall ad campaign will make these aliens very familiar to Earth children in your market.

TV ADVERTISING POWER

OCT./NOV./DEC.

LOCAL SPOT TV

★ MARKETS 1-30

NETWORK TV

★ SAT/SUN. NETWORK

★ SUPER FRIDAY

PROMOTION POWER



Capitalize on the space craze . . . Give away action-packed, full color Star Team comic books! Set up an eye-catching Star Team 3-D display.



4603-7 Knight of Darkness

4601-1 Star Hawk

4600-3 Zeroid

4602-9 Zem 21

Knight of Darkness®—Black cape, black uniform, armed with a futuristic weapon—the Knight of Darkness is 11½" of pure villainy crowned by an other-worldly black and silver masked head.

Zeroid® and Star Hawk™—Zeroid is a congenial 5½" tall mechanical robot with a blinking light in his head! He arrives in his own Star Hawk—a 14" diameter round space craft with a mechanical door that emits an outer-space sound when it opens. Three landing pods descend together . . . Zeroid is now ready to be moved down the exit ramp. Star Hawk features instrument console and includes one red Zeroid robot. Other Zeroids sold separately.

Zem 21®—Ally of all Zeroids, Zem 21 is a 9" tall, fully poseable "chrome"-plated robot with a friendly green face.

STAR TEAM

BATTLING SPACESHIPS™ GAME

The space race is on . . . Players strive to reach their destinations before running out of precious time and space fuel . . . The first player to complete the circuit wins—but there are scores of exciting spaceship battles to settle before the journey is over!

2039-6 Battling Spaceships



TCR®

TOTAL CONTROL RACING™

Ideal Revs Up A Super TV and Promotion Campaign



TCR®—
TOTAL CONTROL RACING™
SET "JAM CAR SPEEDWAY™"

For The TCR Phenomenon

Total Control Racing turns on all the action of Indy-style competition. The first truly slotless system, TCR lets the "driver" duplicate the pace and skill of a real road racer.

TCR comes on strong . . . with realistic passing, high-speed lane changing—and unlimited performance. What's more, there's an exclusive jam car feature to make the going even tougher—and more challenging.



PROMOTION POWER



A 2-man mobile racing team that travels in its own customized TCR van will be touring the country—and spreading the word—this fall. The team will be demonstrating TCR, setting up races and giving away TCR brochures, free racing patches and buttons to demo participants. Get a special in-store display kit with TCR counter card, shelf talkers and window banners. Set up an exciting motion display that comes with its own TCR literature . . . For even more TCR thrills, present an in-store Fairchild projector promotion—it's a colorful action film program that dramatizes the new slotless racing phenomenon.



TV ADVERTISING POWER

SEPT./OCT./NOV./DEC.

LOCAL SPOT TV

★ MARKETS 1-30

NETWORK TV

★ LAVERNE & SHIRLEY
★ 8 IS ENOUGH
★ THANKSGIVING DAY PARADE
★ CBS NFL FOOTBALL
★ CBS THANKSGIVING DAY NCAA FOOTBALL
★ SATURDAY/SUNDAY NETWORK







ELECTROMAN™



ELECTROMAN

THE REVOLUTIONARY ELECTRONIC TOY SENSATION OF 1977

The amazing electronic hero and his formidable foe, Zogg, team up for a network and spot TV blitz that's super-charged with excitement.

TV ADVERTISING POWER

SEPT./OCT./NOV./DEC.

LOCAL SPOT TV

★ MARKETS 1-150

NETWORK TV

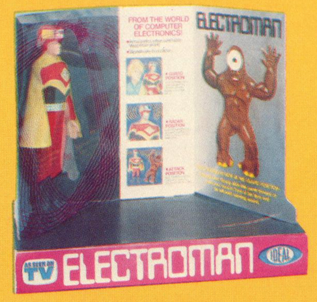
★ SATURDAY/SUNDAY NETWORK

★ SUPER FRIDAY

★ THANKSGIVING DAY PARADE

DISPLAY POWER

Corner the market with a colorful Electroman 3-D action display!



Mighty Mo's®

The Mighty Mo line keeps right on truckin' with heavy advertising on network and local spot TV. Micro, tiny, mighty and midi—Mighty Mo ad power is going strong to make fall sales run smoothly.



MIDI MO



TINY MIGHTY MO



MIGHTY MO



MICRO MO

TV ADVERTISING POWER

AUG./SEPT./OCT./NOV./DEC.

LOCAL SPOT TV

★ MARKETS 1-150

NETWORK TV

★ SUPER FRIDAY

★ FROSTY THE SNOWMAN

★ THE NIGHT BEFORE CHRISTMAS

★ THANKSGIVING DAY PARADE

DISPLAY POWER

Set up your own Mighty Mo truck center with attention-getting shelf talkers . . . Be prepared for a traffic jam!





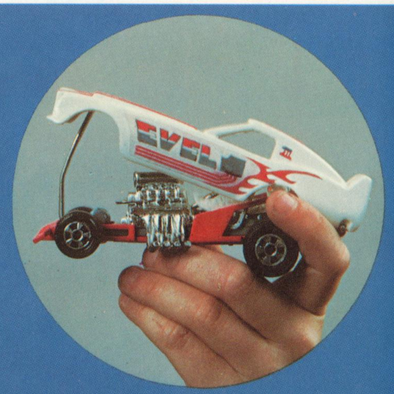




EVEL KNIEVEL™



STUNT CYCLE



PRECISION MINIATURE

More great action from the King of the Road.

With heavy advertising support on both network and local spot TV . . . with the major motion picture excitement of "Viva Knievel"—Evel will still be King of the Road in '77. Evel Knievel best sellers, the Stunt Cycle, C.B. Van, Strato Cycle and Precision Miniatures will roar into 150 spot TV markets on 225 stations.

The Evel Knievel Experience will also be a big event on the Thanksgiving Day Parade and on exclusive "Super Friday" programming—top television exposure on the important kickoff to the holiday buying season. And there's more! Millions will be watching Evel Knievel and his son Robbie when they make personal appearances on the Thanksgiving Day Parade.



C.B. VAN



STRATO CYCLE

TV ADVERTISING POWER

AUG./SEPT./OCT./NOV./DEC.

LOCAL SPOT TV

★ MARKETS 1-150

NETWORK TV

★ SAT./SUN. NETWORK

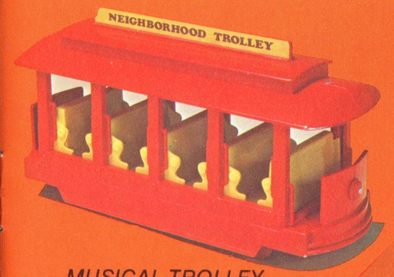
★ SUPER FRIDAY

★ THANKSGIVING DAY PARADE

MISTER ROGERS



NEIGHBORHOOD OF MAKE-BELIEVE PLAYSET



MUSICAL TROLLEY



HAND DOLLS

Mr. Rogers, the special television friend of eight million preschoolers, will be making even more friends this fall. Mr. Rogers Neighborhood of Make-Believe will be featured on spot TV, and on prime time network TV specials for the whole family. Plus there's a Mr. Rogers 4-color print campaign in fall issues of *Redbook* and *Family Circle*—magazines mothers turn to when they make those important holiday buying decisions. ***© 1977 Fred Rogers

TV ADVERTISING POWER

OCTOBER/NOVEMBER/DECEMBER

LOCAL SPOT TV

★ MARKETS—ATLANTA, BOSTON, DETROIT, LOS ANGELES

NETWORK TV

★ THANKSGIVING DAY PRE-PARADE

★ THANKSGIVING DAY PARADE

PRINT

★ REDBOOK/FAMILY CIRCLE



TOOT-L-OO® LOCO

This fall, Toot-L-oo Loco and Teddy Bear Talking Telephone will be featured on CBS daytime programs targeted at mothers of preschoolers.

TEDDY BEAR™ TALKING TELEPHONE



TV ADVERTISING POWER

OCTOBER/NOVEMBER

NETWORK TV

★ THANKSGIVING DAY PRE-PARADE

★ THANKSGIVING DAY PARADE

DAYTIME NETWORK TV

★ HERE'S LUCY

★ CBS NEWS

★ ALL IN THE FAMILY

★ PRICE IS RIGHT

★ THE YOUNG & RESTLESS

★ TATTLETALES



R-R-R-RAW POWER®

R-R-R-Raw Power will make big advertising noise on Saturday/Sunday network TV this fall. The ultimate bike accessory, R-R-R-Raw Power has the racing cycle sound that stimulates sales.

TV ADVERTISING POWER

AUG./SEPT./OCT./NOV.
NETWORK TV
★ **SAT/SUN NETWORK**

DRIVERIFIC® TORTURE TEST®

A long Thanksgiving weekend—millions of kids will be tuning in to exclusive "Super Friday" shows on CBS. Ideals "Super Friday" schedule spotlights Driverific Torture Test. Then Saturday/Sunday network TV sets the scene . . . for even more action on this drive-it-yourself game of skill.



TV ADVERTISING POWER

OCT./NOV./DEC.
NETWORK TV
★ **SUPER FRIDAY**
★ **SAT/SUN NETWORK**

IDEAL'S 1977 ADVERTISING SCHEDULE

TAKE OFF WITH IDEAL

Spot TV In 150 Markets

Unparalleled Local Support

93% Market Penetration

150 Local TV Markets

1. New York, NY
2. Chicago, IL
3. Los Angeles, CA
4. Philadelphia, PA
5. Boston, MA
6. San Francisco, CA
7. Detroit, MI
8. Cleveland, OH
9. Pittsburgh, PA
10. Washington, DC
11. Dallas-Ft. Worth, TX
12. Indianapolis, IN
13. Houston, TX
14. Columbus, OH
15. Baltimore, MD
16. Cincinnati, OH
17. St. Louis, MO
18. Minneapolis-St. Paul, MN
19. Charlotte, NC
20. Atlanta, GA
21. Hartford-New Haven, CT
22. Portland, OR
23. Miami, FL
24. Milwaukee, WI
25. Kansas City, MO
26. Denver, CO
27. Memphis, TN
28. Oklahoma City, OK
29. Norfolk-Portsmouth-Newport News-Hampton, VA
30. Seattle-Tacoma, WA
31. Dayton, OH
32. Louisville, KY
33. Providence, RI
34. Buffalo, NY
35. Harrisburg-York-Lancaster-Lebanon, PA
36. Toledo, OH
37. Wilkes Barre-Scranton, PA
38. Nashville, TN
39. New Orleans, LA
40. San Antonio, TX
41. Salt Lake City, UT
42. San Diego, CA
43. Sacramento-Stockton, CA
44. Syracuse-Elmira, NY
45. Tulsa, OK
46. Des Moines, IA
47. Rochester, NY
48. Richmond, VA
49. Omaha, NE
50. Grand Rapids-Kalamazoo, MI
51. Tampa-St. Petersburg, FL
52. Albany-Schenectady-Troy, NY
53. Birmingham, AL
54. Wichita-Hutchinson, KS
55. Greensboro-Winston Salem-High Point, NC
56. Phoenix, AZ
57. Charleston-Huntington, WV
58. Orlando-Daytona Beach, FL
59. Greenville-Spartanburg, SC-Asheville, NC
60. Raleigh-Durham, NC
61. Flint-Saginaw-Bay City, MI
62. El Paso, TX
63. Little Rock, AR
64. Green Bay, WI
65. Roanoke-Lynchburg, VA
66. Jackson, MS
67. Baton Rouge, LA
68. Jacksonville, FL
69. Lake Charles, LA
70. Springfield-Decatur-Champaign, IL
71. Cedar Rapids-Waterloo, IA
72. Johnstown-Altoona, PA
73. Columbia, SC
74. Davenport, IA-Rock Island-Moline, IL
75. So. Bend-Elkhart, IN
76. Waco-Temple, TX
77. Ft. Wayne, IN
78. Peoria, IL
79. Chattanooga, TN
80. Springfield, MA
81. Shreveport, LA-Texarkana, TX
82. Charleston, SC
83. Greenville-New Bern-Washington, NC
84. Wichita Falls, TX-Lawton, OK
85. Erie, PA
86. Springfield, MO
87. Lubbock, TX
88. Portland, ME
89. Mobile, AL-Pensacola, FL
90. Evansville, IN
91. Rockford, IL
92. Spokane, WA
93. Beaumont-Port Arthur, TX
94. Youngstown, OH
95. Lincoln-Hastings-Kearney, NE
96. Albuquerque, NM
97. Tucson, AR
98. Lexington, KY
99. Paducah, KY-Cape Girardeau, MO-Harrisburg, IL
100. Madison, WI
101. Wheeling, WV-Steubenville, OH
102. Fargo, ND
103. Bristol, VA-Kingsport-Johnson City, TN
104. Monroe, LA-El Dorado, AR
105. Amarillo, TX
106. Colorado Springs-Pueblo, CO
107. Lansing, MI
108. Huntsville-Decatur-Florence, AL
109. Macon, GA
110. Corpus Christi, TX
111. Topeka, KS
112. Duluth, MN-Superior, WI
113. Yakima, WA
114. Burlington, VT-Plattsburgh, NY
115. Augusta, GA
116. Columbus, GA
117. Columbia-Jefferson City, MO
118. Odessa-Midland, TX
119. Wausau-Rhinelander, WI
120. Sioux City, IA
121. Montgomery, AL
122. Joplin, MO-Pittsburg, KS
123. Savannah, GA
124. Sioux Falls-Mitchell, SD
125. W. Palm Beach, FL
126. Lafayette, LA
127. Marquette, MI
128. Fresno, CA
129. Binghampton, NY
130. Abilene-Sweetwater, TX
131. Bluefield-Beckley-Oak Hill, WV
132. Tallahassee, FL
133. Salisbury, MD
134. La-Crosse-Eau Claire, WI
135. Watertown-Carthage, NY
136. Quincy, IL-Hannibal, MO
137. Austin, TX
138. Las Vegas, NV
139. Albany, GA
140. Terre Haute, IN
141. Boise, ID
142. Wilmington, NC
143. Clarksburg-Weston, WV
144. McAllen-Brownsville, TX
145. Tyler-Lufkin, TX
146. Bakersfield, CA
147. Rochester-Austin, MN-Mason City, IA
148. Minot-Bismarck-Dickinson, ND
149. Florence, SC
150. Casper-Riverton, WY

TOP-RATED SHOWS, FAMILY SPECIALS, PLUS A "SUPER WEEKEND" HOLIDAY SEASON KICKOFF...

THURSDAY

What a Thanksgiving! Ideal takes over the Parade as the largest single sponsor for both NBC and CBS—including NBC pre-Parade programming. More than six million people will tune in to the Parade and to the toy, doll and game items Ideal will present.

FRIDAY

It's not like any other Friday . . . it's "Super Friday!" That dynamic duo—Ideal and CBS—team up again on the day after Thanksgiving for 90 action-packed minutes of exclusive "Super Friday" children's programming. And Ideal owns it all! This select "Super Friday" package—the only special children's programming on the day after Thanksgiving—will reach a total family audience of more than 11,000,000 viewers.

SATURDAY AND SUNDAY

The biggest network buy in Ideal's history, Saturday/Sunday Kids Show coverage reaches a whopping 95% of all TV households. Ideal buys the best Kids Shows across the board—on "Super Weekend" and every weekend—on ABC, CBS and NBC.

HOLIDAY SPECIALS

TV's highest-rated holiday shows are an Ideal success story. For the ninth straight year, we'll be sponsoring "Rudolph The Red Nosed Reindeer" and "Frosty The Snowman." Pair that with our sponsorship of "The Night Before Christmas" Special and you've got a lot to be merry about!

PRIME TIME NETWORK

Top-rated shows, blockbuster movies and super sports events all get the Ideal treatment. A bonanza of prime time spots specially selected to captivate family audiences from coast to coast, Ideal's toy, doll and game commercials will be seen on shows like:

Hardy Boys/Nancy Drew Mysteries, 12/18/77 — Kojak, 12/11/77 — M*A*S*H, 11/29/77 — The Donny & Marie Show, 11/18/77 — One Day At A Time, 11/29/77 and 12/6/77 — Laverne & Shirley, 11/29/77 — Logan's Run, 11/4/77 and 12/9/77 — CBS Wednesday Night Movie, 11/9/77 and 11/30/77 — SOAP, 11/1/77 — The Tony Randall Show, 12/10/77 — The San Pedro Bums, 10/24/77 and 11/28/77 — The Jeffersons, 11/19/77 — ABC Friday Night Movie, 11/11/77 — Eight Is Enough, 11/16/77 — All In The Family, 11/20/77 — The Love Boat, 11/19/77 — ABC Sunday Night Movie, 11/6/77 — ABC NCAA Football, 11/24/77 — CBS NFL Football, 11/6/77 . . . shows that will reach a cumulative audience of more than 200 million children and their parents.

						Detroit								

GAMES

STAR TEAM® GAME (BATTLING SPACESHIPS™)						1-30								
JAWS®**						1-10					NOV. 25			
MOUSETRAP®						1-30		Rudolph			NOV. 25			
FLIP YOUR LID™											NOV. 25			
UP! AGAINST TIME™						1-30				CBS NBC	NOV. 25			
MR. MUSCLE™						1-30				NBC	NOV. 25			
BIG SHOT™							Soap Love Boat Tony Randall			CBS				
TRIPLE UP™						1-30	CBS Wed Mov.			NBC				
TIN CAN ALLEY®							ABC Sun. Mov. Kojak MASH San Pedro Bums Logan's Run All in the Family			CBS				
BREAKING POINT®						1-30	One Day at a Time CBS Wed Mov.			CBS				
HIT'N RUN® PINBALL											NOV. 25			
JUNKYARD™						1-30				CBS NBC	NOV. 25			
TOSS ACROSS®							Logan's Run Donnie & Marie Hardy/Drew Myst. One Day at a Time	Rudolph		CBS NBC				
WINNING TICKET™						New York Los Angeles PLUS RADIO	Jeffersons San Pedro Bums							
KING KONG ***														

PRE-SCHOOL

MISTER ROGERS**** (Neighborhood of Make-Believe Playset, Musical Trolley,™ Hand Dolls)						Boston Detroit Atlanta Los Angeles				NBC			Redbook Family Circle	
TOOT-L-OO® LOCO							Daytime			CBS				
TEDDY BEAR™ "TALKING" TELEPHONE							Daytime			CBS				

* ©1977 Dorothy Hamill

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**** © 1977 Fred Rogers

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IDEAL 1977 FALL ADVERTISING SCHEDULE

NETWORK LOCAL SPOT TV

ROAD RACING DIVISION	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	LOCAL SPOT TV	PRIME TIME NETWORK TV	NETWORK TV HOLIDAY SPECIALS	SATURDAY SUNDAY NETWORK TV	THANKS-GIVING DAY PARADE	SUPER FRIDAY	CAPTAIN KANGAROO	NATIONAL PRINT
TCR®						1-30	8 Is Enough Laverne & Shirley CBS NFL/NCAA —FOOTBALL—			CBS NBC			
TOYS													
STARTEAM® (Star Hawk,™ Zeroid,® Zem 21,® Knight of Darkness®)						1-30							
EVEL KNIEVEL™ (Stunt Cycle,® Strato Cycle,™ C.B. Van,™ Precision Miniatures)						1-150				CBS NBC	NOV. 25		
MO COMPLEX (Mighty Mo's,® Midi Mighty Mo's,™ Tiny Mighty Mo's,® Micro Mo's™)						1-150		Frosty Night Before Christmas		CBS NBC	NOV. 25		
ELECTROMAN™						1-150				CBS	NOV. 25		
"WHISTLING" MR. MACHINE®						1-50		Frosty			NOV. 25		
DRIVERIFIC®											NOV. 25		
RAW POWER®													
DOLLS													
DOROTHY HAMILL™ * (Assorted Dorothy Hamill Outfits)						1-25		Frosty		CBS	NOV. 25		
RUB-A-DUB® DOLLY						1-50		Rudolph		NBC	NOV. 25		
TIPPY & TIMMY TUMBLES™						1-50		Night Before Christmas		NBC	NOV. 25		
SUNTAN™ TUESDAY TAYLOR® (Summer/Winter Vacation House, Outfits)						1-150				NBC	NOV. 25		
WAKE UP THUMBELINA®													
BABY BABY™										NBC	NOV. 25		
MAGIC HAIR™ CRISSY®						New York Los Angeles Chicago Detroit				CBS NBC	NOV. 25		

IDEAL

IDEAL TOY CORPORATION
200 FIFTH AVENUE N., NEW YORK, N.Y. 10010

"WHISTLING" MR. MACHINE®

He's a whirring, clicking mechanical man of many parts . . . and now he's got a brand new whistling sound to add to the fun. He's coming to town on local spot TV—and he's winding up for a network spree on a host of top shows.



TV ADVERTISING POWER

AUG./SEPT./OCT./NOV./DEC.

LOCAL SPOT TV

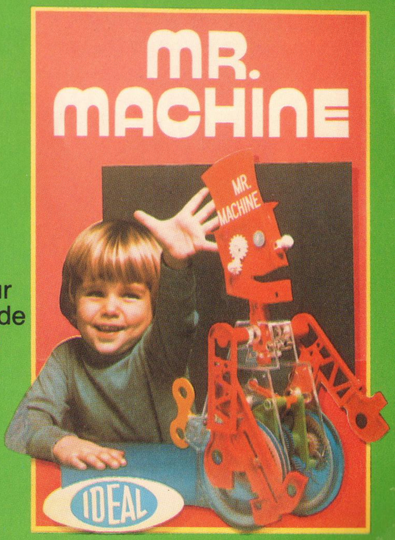
★ MARKETS 1-50

NETWORK TV

★ CAPTAIN KANGAROO
★ SUPER FRIDAY
★ FROSTY THE SNOWMAN
★ SAT/SUN NETWORK

DISPLAY POWER

Put Whistling Mr. Machine to work—an exciting counter display will give your customers the "inside story" on this merry mechanical genius.





COLORFUL SHELF TALKER AVAILABLE



JAWS®*

Jaws, the #1 selling game of 1976, is back for more this fall on network and local spot TV with the kind of campaign that made it #1 last year! Jaws commercials have been running since July . . . to put more "snap" in your holiday sales.

*© 1975 Universal Pictures *A trademark of and licensed by Universal City Studios, Inc.

TV ADVERTISING POWER

AUG./SEPT./OCT./NOV.

LOCAL SPOT TV

★ MARKETS 1-10

NETWORK TV

★ SAT/SUN NETWORK

★ SUPER FRIDAY

THE JUNK YARD™



TV ADVERTISING POWER

OCTOBER/NOVEMBER/DECEMBER

LOCAL SPOT TV

★ MARKETS 1-30

NETWORK TV

★ NBC THANKSGIVING DAY PRE-PARADE

★ THANKSGIVING DAY PARADE

★ SUPER FRIDAY

This pinball-action target game, a smash hit for several years running, has a full fall ad schedule to ensure its continued success in 1977.

Breaking Point®



Nothing succeeds like success! Last year's game smash, Breaking Point will get the same great advertising support on network and local TV this fall

TV ADVERTISING POWER

SEPT./OCT./NOV./DEC.

LOCAL SPOT TV

★ MARKETS 1-30

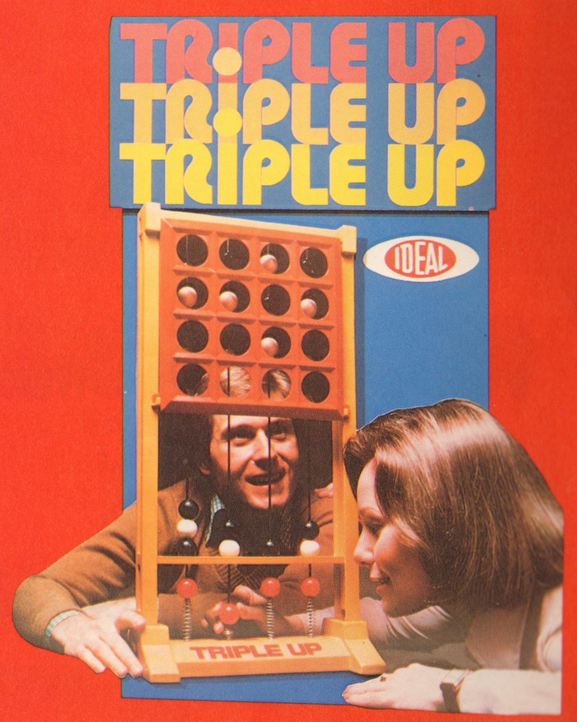
NETWORK TV

★ CBS WEDNESDAY MOVIE

★ ONE DAY AT A TIME

★ THANKSGIVING DAY PARADE

TRIPLE UP



COUNTER DISPLAY SHOWN ABOVE AVAILABLE

TV families will take the challenge on prime time network and local spot television this fall. Our exciting ad schedule will make Triple Up a family game sensation in your market.

TV ADVERTISING POWER

AUG./SEPT./OCT./NOV.

LOCAL SPOT TV

★ MARKETS 1-30

NETWORK TV

★ ABC FRIDAY MOVIE

★ CBS WEDNESDAY MOVIE

★ THANKSGIVING DAY PARADE

UP! AGAINST TIME™

Stack the barrels! Hurry! "Up Against Time" spells family fun with a heavy ad schedule on network and local spot TV.



TV ADVERTISING POWER

OCT./NOV./DEC.

LOCAL SPOT TV

★ MARKETS 1-30

NETWORK TV

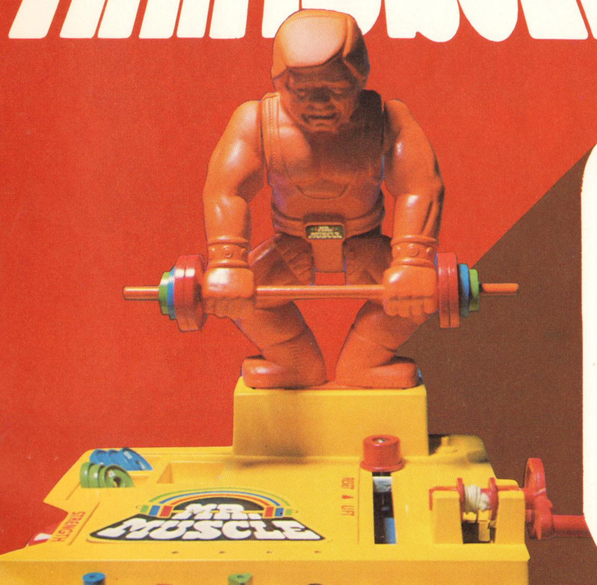
★ THANKSGIVING DAY PARADES

★ SUPER FRIDAY

★ SATURDAY/SUNDAY NETWORK

MR. MUSCLE™

Mr. Muscle, the family game that's tons of fun, will get heavy advertising coverage on local spot TV, Saturday/Sunday network TV—and more!



TV ADVERTISING POWER

OCT./NOV./DEC.

LOCAL SPOT TV

★ MARKETS 1-30

NETWORK TV

★ THANKSGIVING DAY PRE-PARADE

★ SUPER FRIDAY

★ SATURDAY/SUNDAY NETWORK



mouse trap®

The zaniest mechanical game in toy history, Mouse Trap is back again with the same kind of advertising attention that has made it such a huge success.

TV ADVERTISING POWER

SEPT./OCT./NOV./DEC.

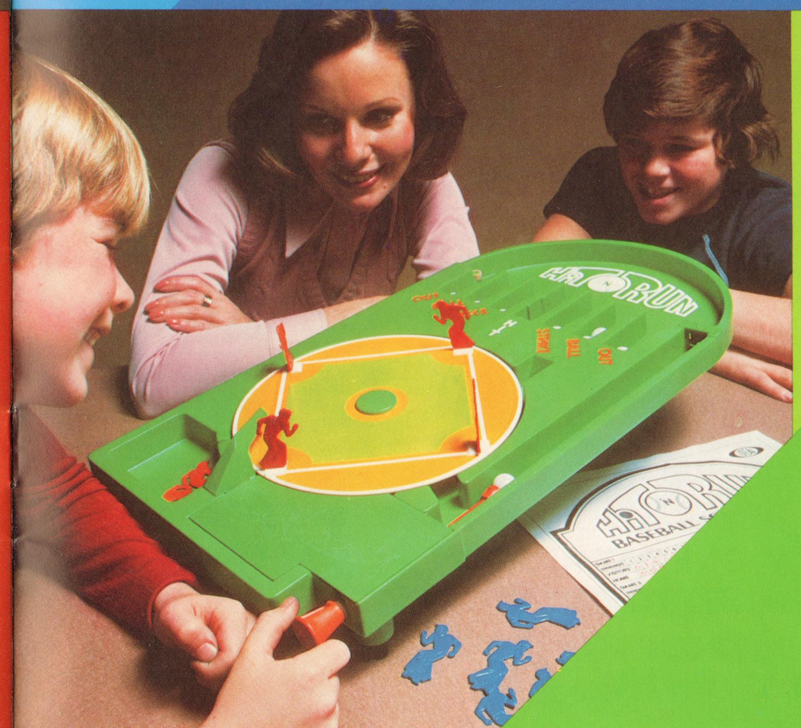
LOCAL SPOT TV

★ MARKETS 1-30

NETWORK TV

★ SATURDAY SUNDAY NETWORK

★ SUPER FRIDAY ★ RUDOLPH



HIT 'N RUN PINBALL GAME

Baseball action will get grand slam advertising support this fall when Hit 'N Run Pinball comes to Saturday/Sunday network TV and CBS exclusive "Super Friday" shows. Big league suspense is built right in.

TV ADVERTISING POWER

NOVEMBER/DECEMBER

NETWORK TV

★ SAT/SUN. NETWORK

★ SUPER FRIDAY

BIG SHOT™

Here's your cue to stock up on Big Shot, the pool-shooting sensation slated for smash prime time network TV shows. Big Shot is the big money pool game that will put family players right in your pocket.



TV ADVERTISING POWER

OCTOBER/NOVEMBER/DECEMBER

NETWORK TV

- ★ TONY RANDALL
- ★ LOVE BOAT
- ★ SOAP
- ★ THANKSGIVNG DAY PARADE



SHELF TALKER AVAILABLE

Toss across®

The action-packed tic-tac-toe favorite scores again. A long-time winner, Toss Across has the kind of high-impact ad schedule that will keep its sales momentum going strong this fall.



TV ADVERTISING POWER

OCTOBER/NOVEMBER/DECEMBER

NETWORK TV

- ★ LOGAN'S RUN
- ★ ONE DAY AT A TIME
- ★ DONNIE & MARIE
- ★ HARDY BOYS/NANCY DREW MYSTERIES
- ★ RUDOLPH
- ★ THANKSGIVING DAY PARADE



SHELF TALKER AVAILABLE

TIN CAN ALLEY®

Chuck Connors, Tin Can Alley sharpshooter, will bring all the target thrills and action to prime time network TV this fall. Cash in on the electronic toy boom with the light beam target game that has its sales sights on TV families from coast to coast.

TV ADVERTISING POWER

OCTOBER/NOVEMBER/DECEMBER

NETWORK TV

- ★ ALL IN THE FAMILY
- ★ M★A★S★H
- ★ ABC SUNDAY MOVIE
- ★ KOJAK
- ★ SAN PEDRO BUMS
- ★ LOGAN'S RUN
- ★ THANKSGIVING DAY PARADE



flip your lid™

TV fans are sure to flip for Flip Your Lid—the action game for kids that's high on skill and suspense. You can bet your beanie that Flip Your Lid is going right to the top of the game lists this fall.

TV ADVERTISING POWER

NOVEMBER/DECEMBER
NETWORK TV
★ SUPER FRIDAY
★ SAT/SUN NETWORK





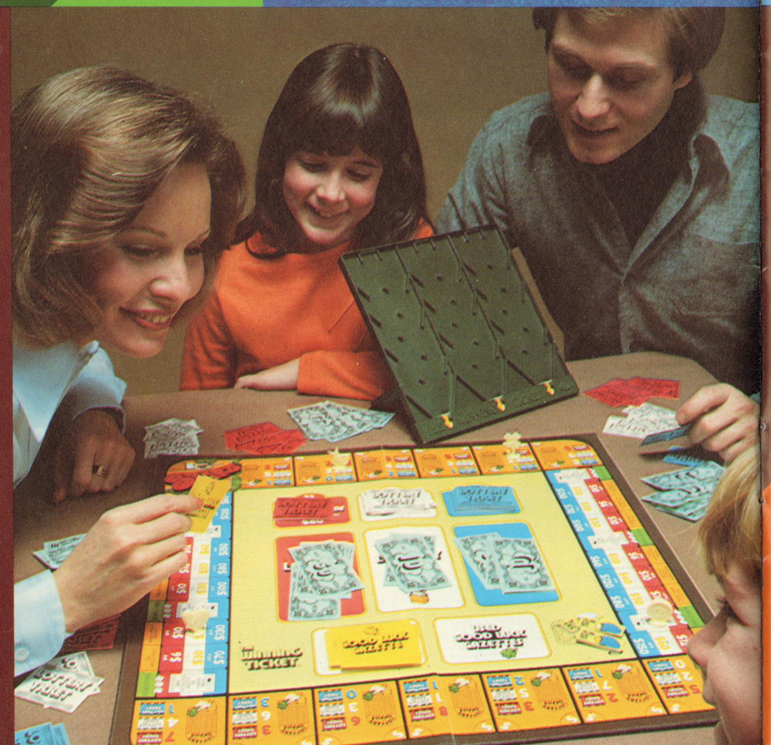
King Kong

The king of the jungle stampedes television this fall on Saturday/Sunday network TV spots that recreate all the monster excitement of the movie spectacular. King Kong is the blockbuster board game that will make a B-I-G impression on family game fans.

TV ADVERTISING POWER

OCTOBER/NOVEMBER
NETWORK TV
★ SAT/SUN NETWORK

THE WINNING TICKET™



Ideal's Winning Ticket lottery game will get a big play on local spot TV and on prime time network shows. For even more punch, there's 60 second spot radio action in New York and Los Angeles. Look for a windfall in seasonal sales . . .

NEW
THE WINNING TICKET™ THE GREAT HOME LOTTERY GAME
IDEAL
AS SEEN ON TV

SHELF TALKER AVAILABLE

TV ADVERTISING POWER

OCTOBER/NOVEMBER/DECEMBER
LOCAL SPOT TV
★ MARKETS NEW YORK/LOS ANGELES
NETWORK TV
★ THE JEFFERSONS ★ SAN PEDRO BUMS
SPOT RADIO
★ NEW YORK/LOS ANGELES

Suntan™ tuesday taylor®



IDEAL'S GOLDEN GIRL LANDS BIG TV CONTRACT

Tawny gold and gorgeous . . .
that's Suntan Tuesday Taylor,
the doll whose skin
really tans in the sun—and whose
hair changes from blonde
to brunette and back again!

TV ADVERTISING POWER

AUG./SEPT./OCT./NOV./DEC.

LOCAL SPOT TV

MARKETS 1-150

NETWORK TV

- ★ SATURDAY/SUNDAY NETWORK
- ★ THANKSGIVING DAY PARADE
- ★ SUPER FRIDAY



OUTFITS





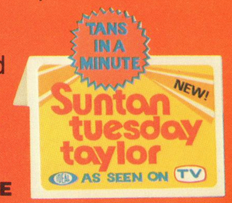
VACATION HOUSE

PROMOTION POWER



Suntan Tuesday Taylor Free Fun Dress offer will be promoted on our TV commercials! Set up an eye-catching display and coupon deal for a free Suntan Tuesday Taylor dress that doesn't compete with any of her other great outfits. Free dress is available to customers who send in coupon and proof of purchase for any Tuesday Taylor doll. Get co-op ad materials to promote this free offer.

The Suntan Tuesday Taylor original fun dress can be changed into four sensational styles—it's bound to make a hit with fashion-minded little girls in your market.

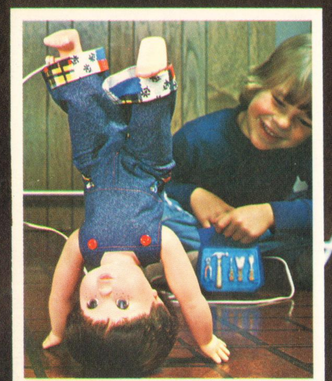


SHELF TALKER AVAILABLE

TIPPY & TIMMY TUMBLES™

This Fall's Acrobatic TV Stars

Here come Tippy and Timmy Tumbles, the toddler dolls that are always "up" to something . . . All kids have to do is push the button on Tippy's purse or on Timmy's tool box to make them do headstands, somersaults, sensational acrobatic stunts!

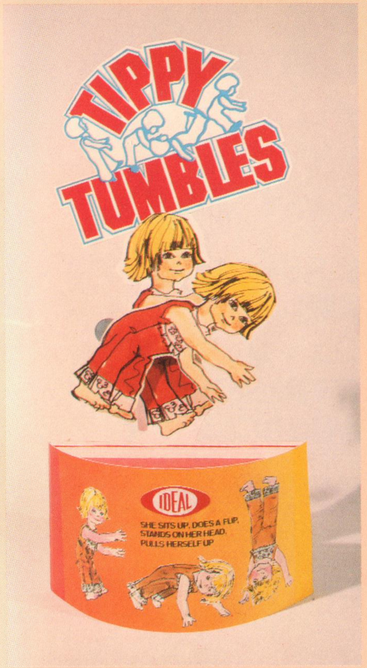


TV ADVERTISING POWER

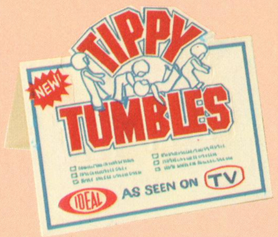
AUG./SEPT./OCT./NOV./DEC.
LOCAL SPOT TV
★ MARKETS 1-50

NETWORK TV
- ★ SAT/SUNDAY NETWORK
- ★ THANKSGIVING DAY PARADE
- ★ SUPER FRIDAY
- ★ THE NIGHT BEFORE CHRISTMAS

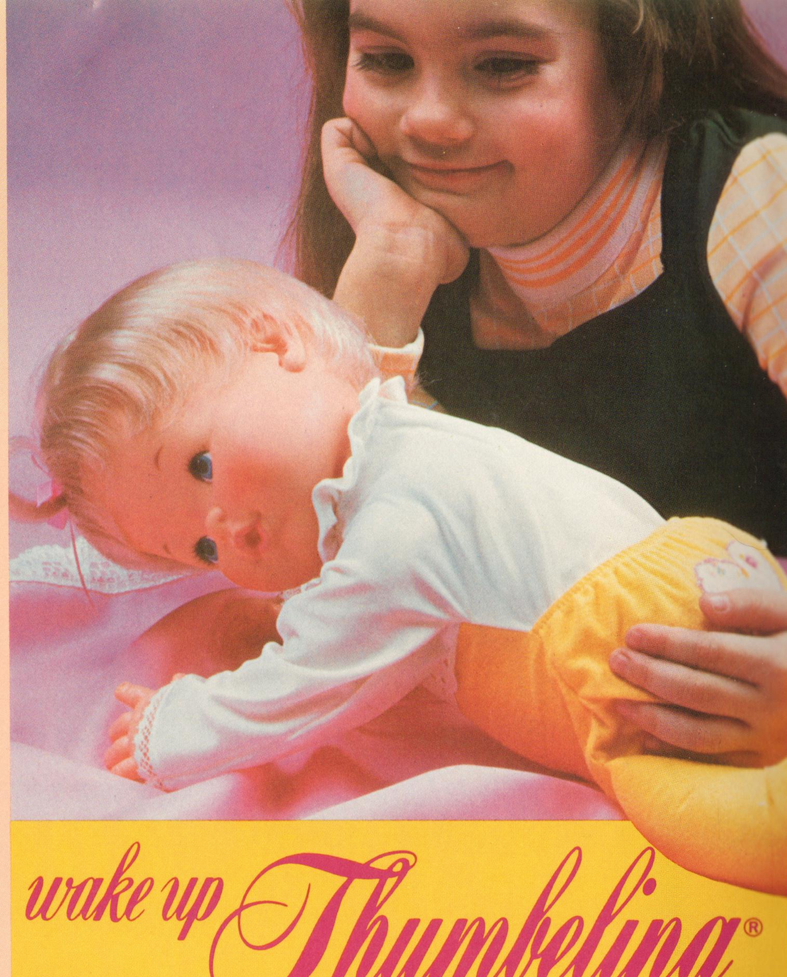
DISPLAY POWER



Put a Tippy and Timmy Tumbles motion display into action.



SHELF TALKER AVAILABLE



wake up Thumbelina®

Millions of baby doll fans will watch Wake-Up Thumbelina raise her head and roll over—waiting to be picked up by her "mommy"—on special commercials scheduled for Saturday/Sunday Kids Shows. Ideal's bigger-than-ever weekend network television buy will reach an eye-opening 95% of all TV households this fall.

TV ADVERTISING POWER

NOVEMBER/DECEMBER
NETWORK TV
★ SATURDAY/SUNDAY NETWORK TV

RUB-a-DUB®
DOLLY



Rub-A-Dub Dolly is coming to millions of TV households this fall on network and local spot TV. For the fourth straight year, Rub-A-Dub has the kind of in-depth television schedule that will keep her in demand.

TV ADVERTISING POWER

SEPTEMBER/OCTOBER/NOVEMBER/DECEMBER

LOCAL SPOT TV

★ MARKETS 1-50

NETWORK TV

★ SAT/SUN NETWORK
★ CAPTAIN KANGAROO
★ RUDOLPH
★ SUPER FRIDAY
★ THANKSGIVING DAY PARADE

Baby, Baby™

You've come a long way Baby Baby . . . and now you're going to be seen by family audiences from coast to coast on network TV and on top-rated holiday specials.



TV ADVERTISING POWER

OCTOBER/NOVEMBER/DECEMBER

NETWORK TV

★ THANKSGIVING DAY PRE-PARADE
★ SUPER FRIDAY
★ SAT/SUN NETWORK



MAGIC HAIR™

Crissy®

She changes hair-styles as fast as she changes outfits! Magic Hair Crissy brings true fashion flair to fall television. Watch her switch from sporty to dressy in a twinkling—she'll be taking her bows on network and local spot TV.

TV ADVERTISING POWER

SEPTEMBER/NOVEMBER/DECEMBER

LOCAL SPOT TV

★ MARKETS—NEW YORK LOS ANGELES CHICAGO DETROIT

NETWORK TV

★ THANKSGIVING DAY PARADE
★ SUPER FRIDAY

IDEAL TOY CORPORATION
200 FIFTH AVENUE N., NEW YORK, N.Y. 10010