

## Family Games Popularity Builds Through Economy

NEW YORK— Family games are seen playing a key role in the toy industry's future by Howard Wexler, a designer who created Hasbro's innovative "Your Baby" line of infants' toys.

Action and strategy games, and other toys designed by Wexler will be introduced at Toy Fair by Parker Bros., Milton Bradley, Leisure Dynamics and Hasbro.



HOWARD WEXLER

Wexler believes that in today's tight economy consumers will become increasingly aware of the "great value" of family games, which he feels provide "entertainment for the entire family at a modest cost."

Noting the "gloomy" feelings of many industry persons today, Wexler says he remains optimistic and enthusiastic. He recalls the spectacular Busby Berkeley movies of the 1930's, "and the way people spent their last penny to see them, to escape from their terrible problems in the Depression.

"I feel the toy industry is in a similar situation today," he continues. "But it can prosper, because it offers highly desired, economical family entertainment."

Wexler, who holds a doctorate in psychology, developed "Your Baby" while employed as a marketing executive by Hasbro. Now he is founder and president of Howard Wexler Associates, a firm that creates, designs and develops toy and game concepts.

"Your Baby" was the first infants' toy line produced by a major toy manufacturer. Wexler says that he used his skills as a psychologist to create an entire line of baby toys, which would enjoy strong credibility with toy buyers, and "would help the toy department become an area that sells items for all children—from infants up."

He feels the "open-ended" toy industry challenges his creative spirit more than the constricting educational world. "I am not an item man," he states. "I tend to look at the total marketplace, to find holes that need to be filled with a line concept." Wexler thinks he has located some holes, and that some of his new creations will fill them.