

# This man has become an Obsession.

And a *Touché*. And a *Connect Four*. And a *Smack It*. And by now you're getting the message.

This man is very well known by his industry. And by America.

And he will be even better known after this Toy Fair where his newest creation *Pop 'em People*—soon to give the world a brand new obsession—is being introduced.

This man is Dr. Howard Wexler. Who's having fun even though the people who make games and play games don't recognize him on the street.

He's having fun because he creates fun. And because he's winning. Winning so big that now he advertises himself. And his clients' products.

Who knows what he'll advertise next? *Munch Mates*? His new ones—*Peep-Squeaks*? *Tote-A-Toy Spinball*? *Pose-A-Pets*? *Have-A-Party Games*? Maybe even your product. If it happens to be his product.

Obviously, you and Dr. Howard Wexler should talk.

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