

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Display Executive:

We are pleased to tell you that the September issue of **CREATIVE** will carry a “**Creative Spotlight – Wire & Metal Displays.**”

**The Creative Spotlight – Wire & Metal Displays** will showcase the best recent wire and metal displays in full color. The story will cover all types of wire and metal displays, from simple, stock displays to the most elaborate permanent displays and fixtures. The story will highlight the importance of wire and metal displays as a cost effective merchandising tool, and illustrate the wide variety of looks that can be achieved with wire and metal displays.

We invite you to participate in this feature by submitting information about a wire or metal display recently created by your firm. Please describe the wire or metal display and the retail outlets which it has been designed to be placed in. We also need a full color image. Enclosed is a form to use in supplying us with information and images for this article.

Please send all material to us by August 29. Thank you for your cooperation on this important feature.

Please call me at 516-378-0800 if you have any questions, or need additional information or email me at [larry@creativemag.com](mailto:larry@creativemag.com).

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.