

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear P.O.P. Display Executive:

We are pleased to tell you that the April issue of **CREATIVE** will carry a major story on **Stock Displays**. Our **Stock Display Update** will be carried in full color to highlight the attractiveness and usefulness of stock displays as a merchandising tool.

Over the last few years stock display manufacturers have introduced a wide variety of stock displays in different materials and functions. Now that the Christmas selling season is almost upon us many brand executives will turn to stock displays for seasonal promotions, for new products and for sampling promotions, etc. We will feature the complete gamut of stock displays including corrugated units, modular plastic racks, stock counter displays, plastic floor stands, special book and greeting card displays, and stock sign selling systems, etc.

We invite you to participate in our stock display story by filling out the enclosed form and sending it back to us with a case history and a full color image. You can submit a stock display unit or a case history on a display, which has been customized for an advertiser. You can submit one or more stock units by simply duplicating the enclosed form.

Please send all materials and disks to us by April 22. We want to thank you for your help on this important story. If you have any questions or need to discuss, please call me at 516-378-0800 or e-mail me at [larry@creativemag.com](mailto:larry@creativemag.com).

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.