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## Five Outstanding and Nationally Known Figures in the Retailing Field to Take Part in One-Day Seminar at the University of Dayton

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Five outstanding and nationally known figures in the retailing field will take part in a one-day seminar at the University of Dayton April 14, 1966.

The seminar "Managing For Results" is being sponsored by the American Collegiate Retailing Association, The University of Dayton Department of Marketing, the Dayton Retail Merchants Association, the Ohio State Council of Retail Merchants, and the Ohio Distributive Education Department.

Lecturing at the seminar will be:

John W. Wingate, professor of Business Administration, the City University of New York. His subject: "The First Law of Retail Survival and Growth." Professor Wingate has been an outstanding educator in the field of retailing for forty-one years and acknowledged leader in the field.

Joseph S. Friedlander, Partner, Stein Associates, Management and Marketing Consultants, New York. His subject: "Assortment Planning." He has been a lecturer in retailing since 1942 at Bernard Baruch School of Business and Public Administration, City University of New York. Founder and Chief Moderator of the City University Seminars for Senior Executives in Retailing. He has been associated with Abraham & Straus, Brooklyn, New York, President and General Manager of Consumer Distribution Corporation; and has worked as a consultant to Department Stores, Specialty Stores, Chains, Super Markets, in all lines of merchandise. He too, is a noted author in the retailing field.

Woodrow W. Baldwin, Director, School of Business, Simmons College, Boston. His topic: "Education For Retailing." Dr. Baldwin is an outstanding educator, having served on the staff at the University of California, and is presently a professor of business and Director of the School of Business Administration at Simmons College. Under Dr. Baldwin's direction is the Prince Program of Retailing.

Bernard W. Smith, Associate Professor of Retailing, New York University School of Retailing. His topic: "Creative Thinking In Retailing." Mr. Smith has managed seminars for many years. He has worked as Assistant Director of Research and Planning for R.H. Macy's; Divisional Merchandise

Manager for Gimbel Brothers; and Merchandise Manager and Sales Manager for National Silver Company. He writes for various trade publications, as well as for Colliers' Year Book.

Charles M. Edwards, Jr., Professor of Retailing and Dean New York University School of Retailing. His topic: "How to Produce Advertising That Produces Sales." Dean Edwards has had a diversified career as retailing executive, consultant, educator, author, editor, and lecturer. He was the first President of the American Collegiate Retailing Association; former member of the Board of the National Retail Merchants Association; and has received many awards and honors for his leadership.

The program begins at 9:00 A.M. on April 14, in Miriam Hall, the new home of U.D.'s School of Business Administration, and will continue through the day with the last session starting at 2:15 p.m.

The seminar should be of special interest to all retailing outlets in the area. It is seldom that such a line-up of top-flight speakers are assembled in one location.

Invitations have gone out to all parts of Ohio and surrounding areas and it is expected that leading retail stores will participate as well as smaller businesses for the seminar will touch on points of interest to all.

Coordinating the seminar are Harry C. Murphy, Chairman of the University of Dayton Marketing Department, and Dr. Max L. Densmore, Seminar Chairman.

Further information can be obtained from the U.D. Marketing Department or from your local Chamber of Commerce.