

Flad Is Named To Head New Department

By John Hernandez

Prof. William S. Flad, of the Youngstown University Business School, has been promoted to head of the newly created Advertising Department, according to an announcement made earlier this week.

Mr. Flad has been with the University since leaving the service, as a professor in the School of Business Administration, teaching



William S. Flad

courses in Advertising, Public Relations, and Merchandising fields. He also serves as an Advertising Consultant to various manufacturers and business firms in the Youngstown area.

Mr. Flad was born in Youngstown, attended Rayen High School, and obtained an A.B. Degree from Lafayette College (in Easton, Pa.) and has a Master's Degree from the Harvard Graduate School of Business Ad-

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ministration. He has done additional work toward a Ph. D degree at Western Reserve.

Has Impressive Background

After graduation from Harvard Business School, Mr. Flad went to New York where he worked for Pedlar & Ryan, Inc. Advertising Agency as Copywriter and Account Executive on the Procter & Gamble and Bristol-Myers accounts. Later he moved across the street where he worked for Calkins & Holden as Copywriter and Contact Man on the Jones & Laughlin Steel Co. account. After two years in this capacity he moved to Cleveland to become Director of Manufacturers Products Advertising for the American Steel & Wire Co.

During World War II, he enlisted in the U.S. Coast Guard, and received extensive training on Communications at the Coast Guard Academy and Ohio State University. He served four years.

Mr. Flad is a member of the National Industrial Advertisers Association, Youngstown District Industrial Marketers, Pi Delta Epsilon (Honorary Journalism Fraternity), Mill Creek Kiwanis Club, American Association of University Professors, Youngstown Country Club, the Colony Club, and the Cotillion Club.

On campus he serves as Adviser to Kappa Sigma Kappa Fraternity and Alpha Mu, (Honorary Advertising - Merchandising Fraternity.)