

Production Management Clinic Draws Large Crowd

Production Men Urged to Study Marketing Problems

CHANGING PATTERNS in marketing and retailing require that production men be thoroughly conversant with these phases of our economy.

This subject received major stress at the International Association of Garment Manufacturers and Trouser Institute of America Clinic held in conjunction with the Textile Merchants and Associated Industries Show in St. Louis last month.

Urging production people to exchange ideas with marketing men and marketing men to understand the problems of the production department, Henry Wedemeyer, Manager, Marketing Division of Kurt Salmon Associates explained the ground rules for a healthy understanding between these two groups.

"Marketing men and production executives must come to understand each other's problems so that they can operate more efficiently," he said. "Production people must understand the need for adding new products to lines and the necessity of meeting what are frequently termed unrealistic fast deliveries."

He told the audience of production men at the Apparel Manufacturers Production-Management Clinic held at the Hotel Sheraton-Jefferson that only through mutual understanding and knowledge of the function of these two important segments of the business can healthy growth be achieved.

Other important subjects discussed at the Clinic covered such important topics as:

Changing patterns of distribution and how they confuse and complicate the activities of the marketing and sales departments.

Changing retailing functions, with the growth of small initial orders, low inventory, fast reorder demands also creating problems for marketing departments.

Problems in stimulating and moti-

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Ross O. Runnels, Jr., of Kurt Salmon Associates reviews the program of the Apparel Manufacturers Production-Management Clinic sponsored by I.A.G.M.—T.I.A. and T.M.A.I.



Almost one hundred production executives assembled in the Gold Room of the Sheraton-Jefferson Hotel to view the KS film covering the subject of "Cut Costs Through Automation."



Henry Wedemeyer, Manager Marketing Division, Kurt Salmon Associates, explored the need for production men to gain a new marketing perspective.