



## Lectures Through CCBC via Zoom

SBO in collaboration with CCBC is pleased to be able to present these lectures at the fantastic price of \$20 per class. **Note: you must register through CCBC.** Call 443-840-4900, provide the 5-digit CRN number, title and other information requested and charge the \$20 fee for each lecture you wish to attend. Once you have registered, a Zoom link will be sent a few days before the class. **Registration is open until one week before each lecture. Class will be cancelled if CCBC's participation requirement is not met and CCBC will provide a refund for any cancelled class.**

### **History of Advertising: Ads that Changed the Way We Live on Thursday, April 21, 10:30 am to noon on Zoom (CRN 78346)**

Learn about the history of advertising over the last 150 years. Explore the creation of marketing with original ads credited with changing the way we live. View advertising examples from P.T. Barnum to infomercials. Instructor is Barbara Blumberg.

Barbara Blumberg, B.S., taught 3 years in Baltimore City Public School and 25 years at Beth Tfiloh Community Day School. She is now an adjunct faculty member at several local colleges and community groups and at Florida Gulf State University.

### **Merchant Princes: American Department Stores on Tuesday, May 17, 10:30 am to noon on Zoom (CRN 78349)**

Discover the fascinating history of the development of the US department stores and those who founded them. Many stores rivaled palaces but each was designed to outdo their competition by creating unique departments, merchandise, services and management. Examine the development of such stores as Macy's, Gimbels, Neiman-Marcus, Bloomingdales, Filene's, Wanamaker's and Bergdorf Goodman. Instructor is Barbara Blumberg.

### **Princes of Merchandise: the Hecht Co., Hochschild Kohn and Hutzlers on Tuesday, June 14, 10:30 am to noon on Zoom (CRN 78348)**

Learn about the interesting history of department stores of Baltimore. Discuss the men and their families who started them, the early starts and development of the stores and their growth into major department stores. Share some of your own experiences with these stores. Instructor is Barbara Blumberg.

### **Myths of the Founding Fathers and Mothers on Tuesday, May 1, 2022 from 10:30-12noon on Zoom (CRN 78467)**

Examine the widespread myths concerning America's beginning; how myths arose and what historians say really happened. Discuss popular misunderstandings about Columbus, the Pilgrims, George Washington, Molly Pitcher, Paul Revere and others. Instructor is Robert (Bob) Baer, D. Ed.

Robert (Bob) Baer, D. Ed., has been a college administrator in higher education for over 30 years and is a history professor at numerous lifetime learning institutes in the Baltimore area