

# CHAVEZ HOSPITALIZED

OTTAWA [CUP] - The planned cross Canada tour by United Farm Workers President Cesar Chavez has been cancelled because Chavez had to enter hospital for acute back pain and exhaustion.

The tour was to take place Oct. 22 to Nov. 12 and was to publicize the plight of American farm workers and ask for Canadian support in the boycott of non-UFW grapes and lettuce.

Chavez who has been suffering from a chronic back condition resulting from long years of stooped field labour was admitted to a California hospital because of his

worsening condition. He is expected to remain in the hospital for one or two months.

Although the tour itself had to be postponed until next year, some of the meetings and rallies planned for the next weeks will still be held with other UFW officials filling in for Chavez.

Joe Morris, president of the Canadian Labour Congress which was to sponsor Chavez's tour wished him speedy recovery and expressed his deep regret for the sudden illness which will prevent him from coming to Canada.

## BASIS OF BUSINESS

### # 3 Market Classification

By David Slater

All businesses are not in the same business. That statement is so vague that few people can disagree with it and yet few realize that the nature of a company's products and markets can be classified. This column is based mostly on economic theory and not on reality. Have patience people. The following will give you some idea of the different classes that a business can be in, and therefore an idea of how to approach their analysis.

#### Pure Monopoly

"Go directly to jail". The interpretations of Monopoly have identified it as either a boring game or a company that takes advantage of its market position by robbing the poor and giving to the rich. On the other hand Economists define a Pure Monopoly as a single company that sells a product which has no substitute. In this case, if a consumer wants to buy a monopolist's product he/she must pay the price the monopolist asks. In other words the monopolist controls the supply of the product and the supply versus demand equilibrium effect does not exist. Maritime Tel. & Tel. (or any phone company) is a classic example of a monopoly, since most of us have realized that tin cans and string are impractical. What keeps M.T. & T. from charging any price that they wish is government intervention in their price setting. Could you imagine having a dozen phone companies competing for business in Halifax, I would rather not.

#### Pure Competition

This column is starting to sound like an Economics text. The opposite of Pure Monopoly is Pure Competition, neither of which really exist except in books, but I'll continue anyway. Under Pure Competition there are a great number of firms selling products which are identical, each firm being so small in terms of market share that it cannot influence the market price of its product. Firms can enter and leave the market without causing any perceptible changes in the price of the good. A consumer will have no good reason to prefer one company's product since they are the same. The corner grocery store may fit into this category, and become I can't think of any other good example I'll let it go at that.

#### Oligopoly

An Oligopoly lies somewhat between a Monopoly and a Pure Competition. In this case there are a few firms selling basically the same product and whose individual actions will affect the market. Their products can be classified as either differentiated or homogeneous. If the products are differentiated it will be only to a small extent such as labeling or advertising appeal. Consumers will generally have no good reason to prefer one oligopolist's product from another if we make the incorrect assumption that consumers are rational. If a firm is in an Oligopoly situation and it has any brains it will watch and react to any moves that its competition makes.

#### Monopolistic Competition

This group also lies somewhere between Pure Competition and Pure Monopoly. In this case there are many firms selling similar products which are not so similar (getting vague again). In other words it is the same as Pure Competition, only that the products have some differences and the consumer may prefer one to another. This may explain why there are so many drug companies producing Aspirin under different names.

Believe it or not these classifications can be applied in business analysis, as I will do next week when I examine the advertising and promotion tactics of Halifax's radio stations. Thanks go to Professor Scott who should not be held responsible for anything I write.

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higher than legal ones.

To deny women the right to choose is to say that they are nothing more than baby machines. It is to deny that they have anything more to offer to society than their "reproductive functions". It is to assert that women are too irresponsible to know what is best for themselves. It is to say that women must "pay for their pleasure", that they must ever again be denied equality of opportunity to direct their lives as they see fit.

Abortion looked at from the practical point of view, I think that there is no harm done if a woman is in dire need of one under the following circumstances:

1. the mother can not financially afford the child
2. the mother's health is in danger
3. the mother, after the abortion would not be mentally stable, and may suffer a complete breakdown
4. the mother feels that it would ruin her future
5. she does not feel competent enough to undertake parenthood
6. the mother's lifestyle would change so drastically that she would not be able to cope with the situation.

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at nature more carefully and appreciate it more, and if we treat it in a more sophisticated fashion we may understand ourselves more and be a little less arrogant in our stance towards the rest of the world," says Dr. Fentress. His view of wolves, having been close to them for 10 years? "It is a hard message to get across but they are extremely beautiful animals and they are also animals that are in danger. They may be eliminated in the not-too-distant future if we don't recognize them as being fascinating. Also, in the wild they play a very important economic or ecological role."

Has the Big Bad Wolf myth been shattered?

"I think the myth tells us much more about people than it does about wolves. What is said about animals is really just a reflection of our own stance towards them as opposed to a broader and more accurate natural reflection of the animals. In the wild, for example, in North America, it turns out that the only authenticated cases where people have been attacked by wolves are cases where the wolves had rabies. But a squirrel will attack you if it has rabies.

We have this image that they are terribly dangerous, but careful observation shows there is no foundation to the myth. They are very sensitive, gregarious and friendly and trustworthy. But a wolf bristles when he gets angry -- so do people."

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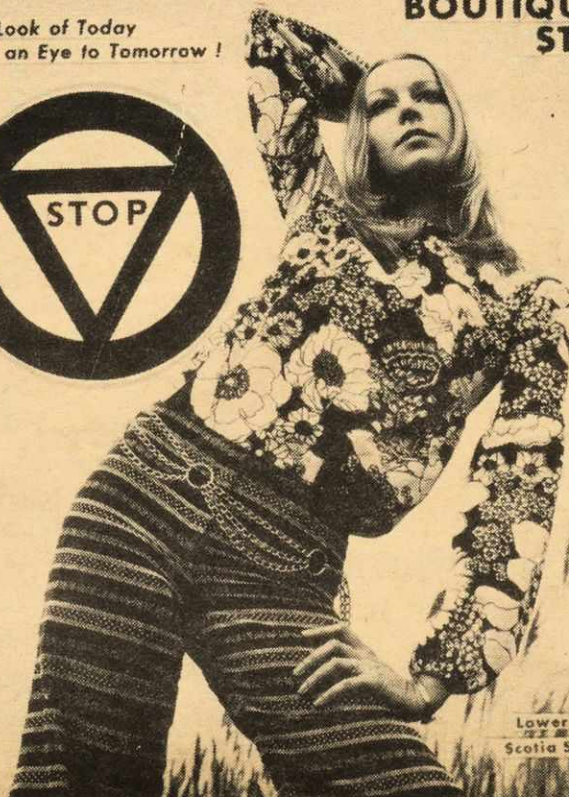


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