

LETTERS

Message from the editor

Financial Pest 1965 . . . a success? Perhaps not, but we hope it has accomplished its main function — to bring the Business Administration Faculty to the attention of the other students of the university for at least a few hours. This year's Financial Pest is almost exclusively in a light and humorous vein. Along

with the help of a handful of students, we have tried to give you something which you can read, enjoy, and laugh at, yet still achieve a certain amount of insight into Business and, more exclusively, the activities of the Business students. I hope that the Financial Pest will become an annual event at U. N. B., and I cer-

tainly hope that it will improve and receive a greater degree of cooperation among the students in coming years. May I take this opportunity to thank all those who helped, including the students, Prof. Meher, Brunswickan Editor Rod Mills and the Brunswickan staff.

Muriel-Ann Walker

As President of the U. N. B. Business Administration Club, I have been afforded the opportunity of saying a few words in this year's edition of the "Financial Pest".

Were I so inclined, I could go to great lengths to thank the students of the Business Administration Department for their splendid co-operation in making this year's Business Administration Club, and this Business Administration Week in particular, a success. But I am not so inclined, either to go to great lengths or to deceive anyone by pretending that the Club was a co-operative student effort. Thanks need not be given to the great majority of the students in the department who have suppressive but never constructive criticism to offer, complaints but never suggestions to make.

These students compose the majority, but fortunately, not the entire Business Administration Club. There are a number of students whose special efforts have kept the Club in successful operation, and while it is not practical to attempt to name each individual, I would at least like to mention them by groups. First there is the small group which was responsible for the publication and distribution of the Student Directory (yes, you too, Eldon — Sorry!) Another is the group which, under the direction of Muriel-Ann Walker, prepared this newspaper. And finally, and certainly the most important group, the executive body of this year's Club. Their continuous efforts throughout the year have made my job a pleasurable, if not unnecessary and taskless one, for never again could such an industrious group be found. Thank you very much.

The members of these three groups must feel a sense of pride in their accomplishments, for they have been successful in spite of, rather than because of, the rest of us. They have not been the "core" of the Club — they have "been" the Club. Membership, I believe, is signified by participation and not merely by the possession of a membership card.

It is to be hoped that for the sake of the Club in future years, such dedicated groups of individuals can again be found. If this is not the case, a Club which is now desperately sick will surely die.

But I do not believe that this apathetic and indifferent attitude by the majority of us is going to carry on into the future. I am firmly convinced that the students in Business Administration will take an increasing interest in Club activities, and participate personally to a greater extent than they have before. The reason for my belief is that the work load in our department has dropped off severely, leaving the students more time for such activity. And I know that the work load has dropped off — there is proof to indicate that this is so. Last term when volunteers were requested to sell Student Directories, only about fifteen people could take time off the books to lend an hour or two. But this term, ticket sales indicate that almost one hundred have been able to forget their books and take four or five hours to attend the smoker.

So things sure are brightening up.

RONALD SEARLES

Business Administration

- a female view

There are approximately 190 students in Business Administration at the University of New Brunswick — seven of whom are female.

What is the plight of the female Bus. Adder. We shall start at the beginning — you meet a faculty member who greets you with a frantic "Why Bus Ad?" Your first job is to convince this man that you are serious, and not "husband hunting". After passing this test you find yourself enrolled in a typical first year

Bus. Ad. class with an overwhelming majority of the male sex. You are started on the ladder of success towards a degree in Business Administration.

Scholastically a lot is expected of you. You cannot rely on feminine tactics of misapprehension when it comes to production schedules and case studies. In fact, an above average understanding of these is required. A lot of girls fall by the wayside before they reach their third year. If you

reach this rung, you are treated on a reasonably equal basis, although some profs persist in addressing classes with a jovial "Gentlemen!"

There are many pros to taking this course. You make lots of lasting friendships. It prepares you to get along with men, business-wise. It does teach you to tackle problems logically. And, let's face it, the occasional trip to Moosehead Breweries with your lasting friends, is an eyeopener!

Why Bus. Ad? Why not!!!

The Three Little Pigs

Once upon a time, dere were dese t'ree unorganized Little Pigs who woiked in a sweatshop for a stingy Wolf-boss. Dey was so unhappy wit' de miserable wolkin' conditions an' coolie-type pay dat dey decided t'do sometin' about it!

De foist Little Pig wrote up a list of grievances on a sheet of paper, and took it to his exploiting, capitalist Wolf-boss . . . but de Wolf jus' huffed, an' he puffed an' he tore up de sheet of paper . . .

De second Little Pig decided to picket, so he made a wooden sign an' marched up an' down in front of de sweatshop. But de Wolf jus' huffed, an' he puffed, an' he busted de sign to pieces!

But de t'oid Little Pig was smart . . . so he organized de other two Little Pigs into a Union, built a big Union Meeting Hall out of bricks, an' called a Strike . . . The Wolf-boss huffed an' he

puffed, but no matter how hard he tried, he couldn't break the back of de Union . . .

An' so de T'ree Little Pigs went back to woik wit' a Union Contract, an' double-time for overtime, an' holidays wit' pay, an' vacations wit' pay, an' compensation, an' hospitalization, an' coffee breaks, an' lots of other fringe benefits. An' pretty soon, de stingy Wolf-boss went bankrupt an' hadda go out of business!

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trary, each should be shaped to enrich and strengthen the other." Clearly they accept the view of Benjamin (Franklin) who, ". . . in establishing the academy that was to become the University of Pennsylvania, called for instruction in what was 'most useful' as well as what was 'most ornamental'".

The CED Report also refers, with approval, to the findings of the Robbin's "Report on

Higher Education" in Britain in 1963 which found an important need to increase business education. The Robbin's Report concluded that in the case of subjects such as accounting, statistics, operations analysis, and industrial psychology, each possessed a sizable body of agreed principles and a readily accessible literature. "These subjects were regarded as eminently suitable for at the undergraduate level . . ."

The CED concludes that, while there has been much improvement in the past five or six years, much still needs

to be done to enable the business schools to turn out graduates capable of dealing with the demands placed on business management by the rapid social and technological changes taking place. They recommend not only further improvement in the quality of students and staff and improvements in the business programmes but the establishment of relationships between the business schools and the business community comparable to that between the best professional schools and practitioners in other fields.

HURTS Rent-A-Cop Service

"Lou-Zee" Brand traffic Control
See us for a ticket for any new car.

\$2 service with a smile, tickets included.

\$5 Service with a fiendish cackle.

See us for your student parking permits, so YOU TOO, can compete with all the others who don't have them for parking space.

M. BARNETT, Fredericton Agent

The Financial Pest

Established 1961, and weakly ever since. We would have been a member of CUP, but they cottoned onto us. Our most honourable and glorious editor was none other than Miss Muriel-Ann Walker. She was assisted by Ronald Searles, Mary Doule, Charles Dillingham, William Jarvis. Our bar-graph writer-in-er and most efficient stenographer was Gail Dunlap. (We don't hold her responsible for spelling mistakes.) Subscription rate: as much as we can get; an annual subscription would be priceless. Average circulation: Something in the range 0 to 00. Authorized as First Class Mail; we won't say by whom!