

## ERTW Corporation unveils new product



Woody Sands

### Smarts they don't teach you in UNB business school

If you outsmart your lawyer, you've got the wrong lawyer. See law faculty.

If you want to make people angry, lie. If you want to make them absolutely livid with rage, tell the truth. This is especially applicable for profs and bosses.

When you see the word "net" in a contract, it means "nothing". Look at course outlines and bookstore text repurchase

The number of people in any working group tends to increase regardless of the amount of work to be done. See Policy, M.I.S. and Issues

If you can't convince them, confuse them. See any business prof.

Where you stand depends where you sit. See pre-registration line

Never argue with a fool, people might not notice the difference. See trying to change a course grade

Among economists, the real world is often a mistake. Economics!!! otherwise knows as "it depends"

In any organization there are only two people to contact if you want results - the person at the very top and the person at the very bottom. See God and Dan Coleman, in whatever order you choose.

The secret of success is sincerity. Once you fake that you've got it made. See second marketing presentations

If a problem causes too many meetings, the meetings eventually become more important than the problem. See Grog

It's better to be sick and wealthy than sick and poor. Much better!

Nothing is illegal if 100 businessmen do it. Rather astute observation.

If someone says it's the principle, and not the money, nine times out of ten, it's the money. See registrar's office

If it's logical, rational, reasonable, and makes good common sense, it's not done. See Business Students lounge.

An elephant is a mouse built to government specifications. See degree requirements.

What the large print giveth, the small print taketh away. See application to graduate.

Because a little is good does not mean that a lot will be better. See Issues in business and government.

If truth were a matter of opinion, the majority would always be right. See Student Union elections.

In crises that force people to choose among alternative courses of action, most people will choose the worst one possible. See frosh course selection.

The organization of any faculty is very much like a septic tank - the really big chunks float to the top. No comment required.

We have done so much with so little for so long, that now we can do anything with nothing. See students and profs doing research.

The whole of life is futile unless you see it as a sporting proposition. See four to five years in B.B.A.

By ART Smith  
Engineering News

The ERTW corporation recently unveiled its new design for the Iludium Q outsized front -45 thermal transducer.

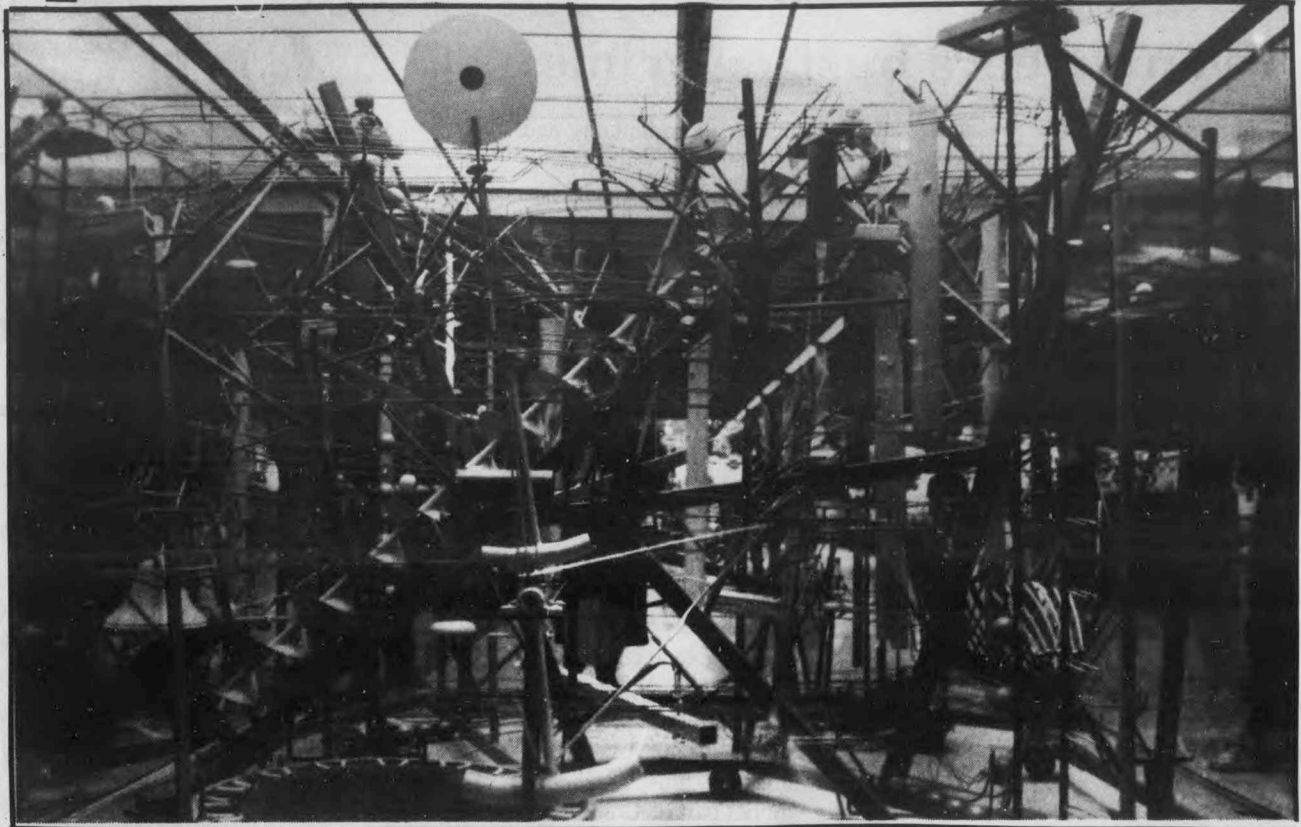
The new design, which has recently been patented, is quoted in their press release as "The engineering breakthrough of the century".

While all the technical innovations are too numerous to list, some of the most brilliant include loud noises, bright lights, lots of neat smells, and a switch that goes ping.

The device is formally called the IQ OF -45, for engineers are known for their effective use of the acronyms.

Although it was 147% over budget, and couldn't produce all the features requested in the design specifications, the ERTW corporation has deemed it an unqualified success.

In fact, the prototype has been donated to the World famous faculty of Engineering at the University of New Brunswick, and can be seen in front of their main building on the Fredericton campus.



The Iludium Q Outsized Front -45 Thermal Transducer

Logan Press Photo

## "It boggles the mind" book launched

by Alfred Chandler

UNB professor, Barry Ruthless, PhD. (piled higher and deeper) has finally published his 1,400 page "baby" entitled *It Boggles the Mind*.

The publication which analyses the deregulation of the WWF has been acclaimed by critics as the greatest publication since *Green Eggs and Ham*.

In his review of the publication, Dr. Coleman Canoe had only one comment, "the title is appropriate."

At a recent book-signing at Market Square, Dr. Ruthless was quoted as saying, "it is without a doubt the best publication in its

field, for I am an expert on this topic, nudge nudge, wink wink."

Dr. Ruthless began his career as a protégé of Sylvester Stallone, however he could not master the acting skills. He then changed his career and became a government advisor for many political leaders, such as; Joe Clark, Saddam Hussein, and Richard Nixon. Presently, he is a strategy analyst for Arch Pafford and Margaret Thatcher.

When contacted about rumours of his next publication, Dr. Ruthless, sitting back with a glass of Baby Duck listening to Dwight Yoakam, declined to discuss the topic saying only "Wait for it folks."

### GROG

British Vice Admiral Sir Edward Vernon was called Old Grog because he wore an impressive program coat on deck in all kinds of weather. When in 1740 he ordered that all rum rations be diluted with water to curb drunken brawling aboard ships, incensed old sea dogs dubbed the diluted rum "grog," which later came to mean any cheap liquor. Also known for its excellent "Attitudinal adjustment period"



Professor Barry Ruthless

AP Lestoil Photo



The Two Proud recipients

PCP Photo

## Joint IBM/Microsoft operating system announced

by M. I. Smith  
Journal of Computer Science

International Business Machine and Microsoft Corporation unveiling of a new operating system for the P/S 3101 models of IBM computers.

Called WIGY WIGY (What you get is what you get), it is targeted towards the high end desk top publishing challenges of Apple's Macintosh personal computers.

The system has taken advantage of the fact that IBM is fully entrenched in the business world, and all the

information system personnel have been completely brainwashed into following the big blue pied piper.

A business faculty member who teaches a course about computer stuff added that this is a wonderful addition to the already glorious line of IBM machines, and will definitely add it to the syllabus for next term.

The operating system has no new features, is actually harder to use than DOS (if that was really possible), and will be made a condition to continued technical support of all other IBM machines.

Johnny Dos, owner of the

local computer training franchise "You develop, we envelope", says that he has made a bundle of DOS, presentation manager, and windows (his Brother sell RAM upgrades and Accelerator boards, and he made a bundle too!), and foresees a boom for all people in the field of computer training. Dos adds "when you think about it, 10 months to learn how to run an operating system isn't too bad, because it took my students an average of 30 months to learn Wordstar."

## The language of sharks

**Bag of snakes n.** An acquisition which, had it only been less than it was talked up, you could have lived with it, but instead is full of venomous surprises.

**Compusavant n.** A person of prodigious mathematical ability, whose talents and personality invite comparison to a pocket calculator. Fortunately, the compusavant, usually poses no threat in the truly important areas: power wardrobe, racquet sports and making ruse suggestions to members of the opposite sex. (See digithead)

**Naked to your enemies n.** A condition that rises when your mentor in the organization manages to get himself fired. In such circumstance, identifying a replacement personal apologist high in the corporate ranks is job one.

**Exploding bonus n.** A signing bonus offered to college graduates that places a premium on greed, paying, say, a \$20,000 bonus if the recruit signs right away, a bonus of \$16,000 if he waits a day, \$12,000 the day after, and so on until the bonus "explodes" or disappears.

**Zircon in the rough n.** A colleague who at first glance appears to be possessed of exceedingly modest talents, a perception confirmed on closer inspection.

**Digit head n.** A person who dismisses as unworthy any creative idea that cannot readily be expressed in mathematical formulae (See compusavant)

## UNB professors win award

By B. B. A. Smith  
Harvard Business Review

Dr. Bob Green and Professor P. Callahan of the University of New Brunswick Fredericton are recent recipients of the Vanna White award for academic excellence. They are seen here taking a break in the blue room at the White house. They were on hand to brief the President of the United States on their dissertation "If a finance major takes a random walk through the forest carrying a diversified portfolio, will he reach go and collect \$200".

The President commented that he hasn't seen such a brilliant idea since the time he wrestled an alligator in Tallahassee, though he could not remember the particular year.

**"Ethics! In business! Why the hell would I want ethics in business!?"**

These dynamic individuals will receive a home version of the wheel of fortune, and a special in class version. It is suitable for whiteboards, and will assist their students in grasping of important management concepts that have thus far been impossible for them to comprehend.

Both gentlemen are looking forward to seeing all their current students at intercession, and plan to spend significant amount of time brushing up on the complicated rules of the game. Green added "I am so happy, I consider this the pinnacle of my career."