

BASIS OF BUSINESS

BUSINESS # 1

By David Slater

Most of the non-business students that I have met over the recent years have a limited concept of "Business" and commerce in our society. I have chosen to write this column as my own crusade against the ignorant criticisms that many companies have suffered by a public that can not interpret a balance sheet or believe that business fulfills an important need in our society. I don't think that anyone reading this column can say that business does not affect their life. We all have had some contact with companies whether as a consumer or as an employee, and for this reason we cannot successfully cope in an organized environment without an understanding of the workings of a free enterprise economy.

Anyone who thinks all business-men are honest is suffering the same delusions as someone who puts all their faith in the concepts that a capitalist society is founded on. We have been at times ripped off by greedy businessmen and at times the consumer has proved his power of

independent thinking, by refusing to hold and react as businesses forecasted. If you don't believe that the consumer has some power then remember the cost to that rather pervasive American company when the Edsel bombed.

A number of problems arise when attempting to define a company due to the lack of tangible form and emorphous nature of business enterprises. A business consists of the employees that run it the people that own it, and the consumer that buys its products and nothing else. The manpower of a company is its real asset, with the longest scale for development. A business has no real form and cannot be neatly pegged down for a true objective analysis. Many businessmen would disagree with me on this point, but if you took away the employees, the entrepreneur that started the business, the consumers and the business would cease to exist. In this way we can see that the only real function of business is to serve people as a method by which the real standard of living can be improved. It would take a lot of convincing before I'd believe that any engineer could build a bridge by

himself or that any entrepreneur with funds to invest could do so without manpower and technology. There are many aspects to consider when trying to determine what will allow a business to develop but the most important is the desire of society, or perhaps more narrowly, a group of people, to satisfy a need. Need satisfaction is the hot potato of many business criticisms as well as defences, and its meaning has usually been defined to suit the argument. The concept of a free enterprise society is found on the principle that resources will automatically find their best uses and therefore give the greatest satisfaction to consumers. The arguments relating to this concept tend to arrive at a very philosophic level without attempting to analyze any empirical evidence. There are many instances that prove that our country's business enterprises cannot or will not function without external constraints.

I hope to explore the concepts of our economic systems on a more specific level in the future by dealing with both business theory and its real world counterpart.



TO THE GAZETTE:

This letter concerns all people:

While I was in the employ of Loblaw's Groceteria, its employees did attempt to condition me with fear, associated with various stimuli, while I myself, was under the protection and supervision of my God, "Creation".

For these reasons, the people of the United States of America, and Canada must destroy the Loblaw's Organization and all affiliated organizations, or else, you will all suffer disease, disasters and hardships, beyond any humans' imagination and comprehension, in a merciless manner, by the power and will of my God, "Creation".

These things will happen immediately, and will get worse and worse, until my Gods' anger is satisfied, by the above act.

My God owns and controls everything in this, his Universe, and nothing can oppose him and survive.

I am still under the protection and supervision of my God.

Sincerely, the humble servant of my God, "Creation",

Michael Alan Nippalaw

This is the symbol by which I now recognize my God, "Creation".

Copies: Many sent everywhere.

Sincerely, the humble servant of my God, "Creation",

Michael Alan Nippalaw

DISGUST !

EDITOR,
DALHOUSIE GAZETTE,
SUB

To: The Gazette

Dear Sir,

As a staff member of the Dalhousie Gazette I feel compelled to comment on the apathetic nature of the Dalhousie Student body. Considering the incredible size of the campus it constantly amazes me that so few students are willing to devote their time and skills to the school paper, or for that matter to any of the other campus societies. The Gazette is the area in which I am most involved myself and therefore the only organization I feel qualified to speak on.

It appears that there are neither professional nor under graduate students at this university who are willing to contribute even an hour a week to putting out a good paper.

The newspaper competition in the Halifax area is at best poor and I see no reason why, with the talents that must exist on

this campus, the Dalhousie Gazette could not effectively beat out the downtown journalistic efforts.

However, it seems that the average Dal student couldn't care less about the quality of the paper or even about whether or not the paper exists. Possibly, if the Gazette closed down this week the only thing the student body would miss would be the TV guide!

If 30 more students would only devote 2 hours a week to the Gazette it might mean that those few who are now catering to the whole would have enough time to attend a class now and then, and possibly even get to the library sometime before the end of the year.

I had heard rumours at the last University I attended that the Dalhousie Student body had to be the most apathetic in the Maritimes, it seems the rumours are true. Hopefully someone, some how affiliated with Dalhousie will read this and act on it - I doubt it but anything's possible!

Sincerely,
Mary Pat MacKenzie.

PERSONS

by Denise McKee

According to the wishes of the editors of the Gazette, this is to be a 'feminist' column. As uncertain as I am of the exact connotations attached to the name 'feminist', I have become known as one. But now I had to sit myself in front of my typewriter, and characterize just what my feminism includes. The task proved difficult indeed, but I have managed to approximate a description, - that all women be considered persons, and that all persons be considered equal, regardless of sex. (Spatial requirements, and a lack of qualifications, determine

that I only deal with those problems specific to sexual differences.)

This will not sound at all radical to most readers, and will certainly sound unbearably conservative to many. But my purpose is to find practical solutions to problems, and I will every week examine a situation or institution in the light of the principle stated above, to discover just how far-reaching the effects of a practical solution would be. I do not consider myself a radical; I am only searching for possible and workable solutions to some of the problems of being both a person and a woman (or, conversely, of being both a person and a man).

For mutual protection, I must add that this is my column, and the only circumstance regarding it that the editors of the Gazette can be blamed for, is choosing me to write it, and continuing to allow me the space. As a result, any complaints or suggestions arising from this column (all of which I would welcome), should be directed to me, care of the Gazette. Within the context of the column, I should enjoy dealing with as many of the communications received as space available will allow.

WOMEN

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