

Rusty and Dave

Dear Rusty and Dave,

As the minutes, hours and days tick away on this school year I look to the future and wonder what will become of me. I am presently in my fourth year of Commerce here at Dal and my wish is to start my own business upon graduation. I feel with innovation and hard work I will be successful but I'll be darned if I can think of a business to get into. In this time of mental blockage I turn to the people who I truly believe can help me. Rusty and Dave, can you two humanitarians think of a business for me?

Down but still hoping
Commerce Kevin

Dear C.K.,

You, Kevin, are in a fix. You, Kevin, have come to the right people. You, Kevin, will not be disappointed. It is our combined conviction that you will be best served by another Rusty & Dave fable. This gem, culled from the "Rutabaga Saga," will hopefully serve as an inspiration to you and thousands of others in the business field.

Once upon a time in the land of capitalism, where every person was supposed to have an equal chance, there lived an aspiring but somewhat malnourished Rutabaga. His name was Scott. His mother's name was Ruth. Ralph was his father's name. His dog's name was Flavius. His goldfish was named Vladimir. Most people considered Scott a nice Rutabaga despite the fact that his occasional mental lapses left him thinking that he was Henry Hicks. One day Scott decided it was time to pay back his student loans. He also wanted the finer things in life such as a plastic scuba diver for Vladimir's fish tank, grass skirts for his parents, and for his dog Flavius he wanted a whole lot of books about a whole lot of important things with big pictures that have four colour separation and that speak vaguely about a wide range of topics.

Before he could do this he sat down and said to himself, "Scott Rutabaga, sure marketing management is concerned with anticipating needs and directing the flow of goods and services from

producers to consumers, but to plan successful marketing strategies what do I need: 1) information about potential target markets and how they might react to various marketing devices or 2) information about competition and other uncontrollable factors." This meant nothing to him and he mused how such a complicated thought could enter such a simple brain. The next day, while peering at Vladimir in the fish tank, a thought hit him. "Steel-belted radials is the answer!" He soon realized that nothing could be further from the truth. Scott was now truly dejected. The next day while walking Flavius he looked in his jacket pocket and found a crumpled piece of paper that had nothing on it. This piece of paper had nothing to do with the idea that came to him the next day. Scott reasoned to himself, "What do people love more than anything else in the world—babies. And what is the seventh most popular vegetable in the world—the rutabaga." Scott started drifting off. In his reverie he envisioned selling a doll that looked like a baby rutabaga with a simple name like "The Rutabaga Patch Doll." He pictured them becoming extremely popular, and the money started to roll. His visions went beyond this and he saw them becoming too popular and people would fight over them—riots and general hysteria. Vladimir and Flavius nudged him out of his dream world. They said in unison to him, "Scott, don't be so foolish. Have a little more intellectual respect for our society. People would not be taken in like that. You would be wasting your time and money." Reluctantly Scott nodded and removed himself from the dream world he had created. He fixed himself a milkshake and spent the evening thinking of more practical things. Two days later he got a job selling shoes and never had the chance to buy Vladimir the plastic scuba diver...

Thus, Kevin, the end result was unsuccessful for our little rutabaga friend. The moral for you to keep in mind is to use your own intuitions and your advantage and do not listen to fish or dogs. Use the types of dreams Scott had. Good luck, Kevin, and we wish you well in your future business ventures.

Bluenose Classic

Preparations are underway to stage Dalhousie's Fifth Annual Volleyball Classic January 20-22 at the Dalplex.

As Dalhousie's final major tournament of the season, the event is a popular one, boasting participation from some of the top-ranked university teams in Canada. In addition, returning men's champions, the Penn State Nittany Lions from Pennsylvania, will lend an international flavour to the tourney.

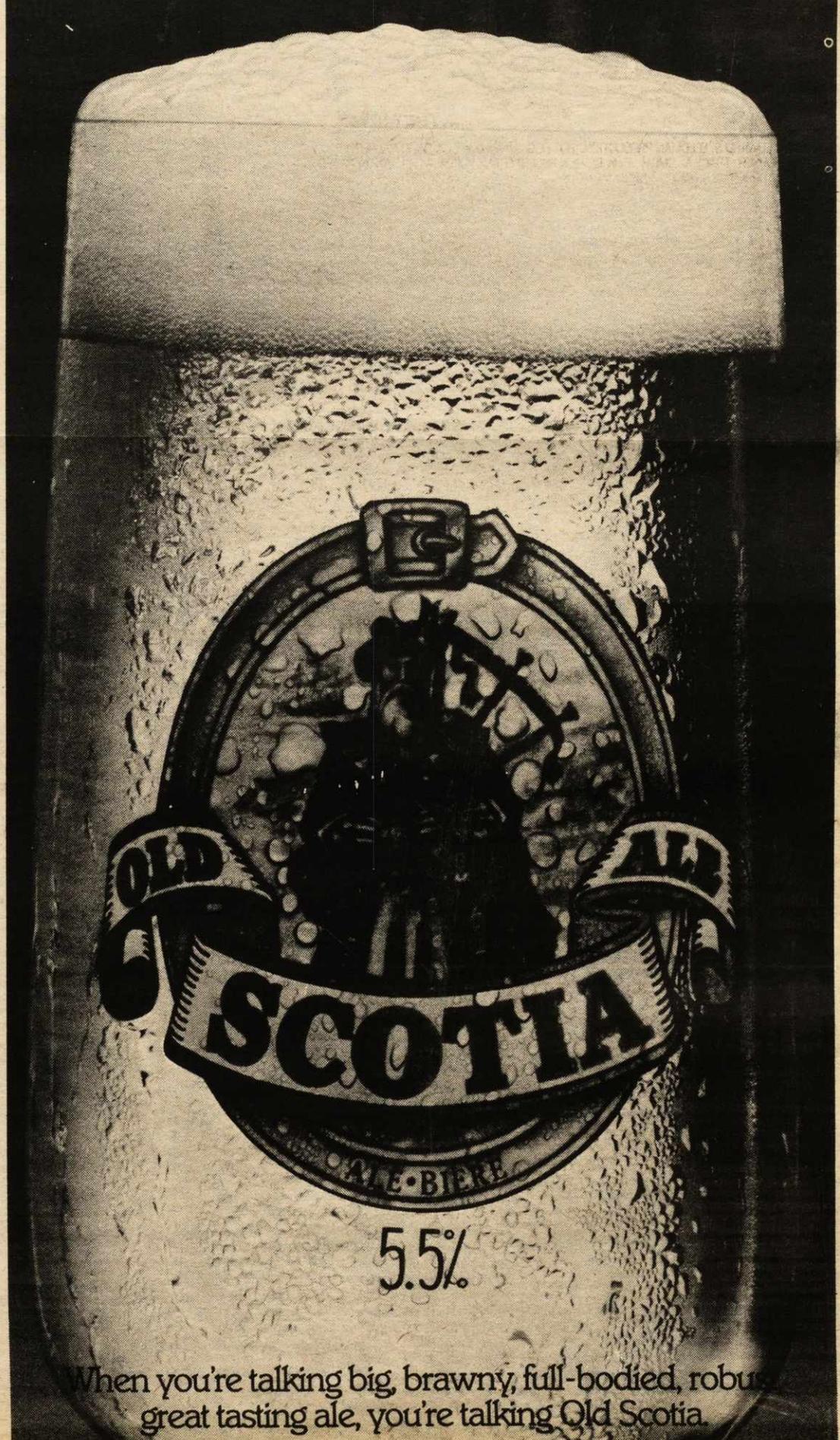
The Classic is slated to start at 5 p.m. Friday, January 20 with games between Laval Red and

Gold and UNB Reds (women), Dal and Moncton Blue Eagles (men), York Yeowomen and Moncton Blue Angels (women) and Sherbrooke Green and Gold and Penn State (men).

The 4-court action will continue until late Friday evening, to start up again at noon on Saturday. Consolation semi-finals will begin at 4 p.m. on Saturday with championship semi-finals slated for 6:30 p.m.

Look for the consolation final for men and women at 10 a.m. on Sunday, followed by the women's final at noon and the men's at 1 p.m.

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