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Professor Edward D. Maher is Head of the Department of Business Administration at the University of New Brunswick. Professor Maher joined the faculty at UNB in 1954 after obtaining his Bachelor of Arts Degree at the University of Toronto and his Master's Degree in Business Administration from the University of Pennsylvania. For an informative article by Professor Maher, please see below.

DEPARTMENT'S BUSINESS

Since the last Business Week a major change has taken place in the personnel of the Business Administration Department. Professor Duclos resigned in the spring to become Deputy-Minister of Labour for the Province of New Brunswick; however, he has been able to continue to give one course during the current academic year. Professor Reddin went to M.I.T. on sabbatical leave in the fall to start work on his Doctorate but he will be back with us again in the fall. He has just completed a book on Personal Finance which will be published later this year. Our new staff members are Professor Jain and Professor Sharp. Professor Jain, after obtaining a Commerce degree and a Law degree from Delhi University, India, came to the United States on a Fulbright scholarship. He obtained his Master's degree in Industrial Management at the University of Illinois and has since completed all the work for his Doctorate except his dissertation which is now underway. Professor Sharp is a native of New Brunswick and a former student in the Business Department. After obtaining his MBA from Western he joined Touche, Ross, Bailey and Smart where he obtained his C.A. Subsequently he obtained his R.I.A. certificate while with the Department of National Revenue.

No substantial changes are planned for the Department for next year. However, we do intend to introduce a formal summer reading programme for all years and details of this will be announced shortly. This programme will enable us to make formal provision for material which we consider to be desirable but for which there is inadequate time during the regular academic year. There is a considerable amount of work which the student can do on his own without the need for frequent class discussions. Summer reading will also make it possible for students to obtain some useful background in certain areas before they start the formal courses.

Two special events are currently planned. On January 23rd Mr. W. R. C. Blundell, Manager, Auditing and Training, for Canadian General Electric will discuss ethical problems in business. On February 12th or 13th we hope to have a talk by Professor F. Carrothers of the Faculty of Law at the University of British Columbia. Professor Carrothers is an expert in Labour arbitration in Canada and is coming to New Brunswick for the mid-winter Bar meeting. He becomes Dean of the Faculty of Law at the University of Western Ontario next fall.

A major disappointment in the past year has been the continued failure of the Provincial Government to introduce the programme of University scholarships and bursaries recommended by the Duetsch Royal Commission on Higher Education in 1962. Although the Commission recommended that its programme be instituted for the 1962-63 academic year nothing has yet been done although the Government said in 1962 that it was accepting all the recommendations of the Commission. Provision for a greater measure of equality of educational opportunity in New Brunswick are urgently needed.

What Is Your Career?

by I. M. A. FRAUD
There is one problem which will face each and every one of us before we graduate with our Business Administration degree, and that is the question of what career we will pursue.

After numerous I. Q. tests, personality tests, ability tests, verbal tests, written tests, and medical tests, there will still be some of us who will not be able to decide which field will have the benefit of our presence. This article is meant to help you in your decision and I trust that, after reading it, there will be no doubt in your mind as to what you are best suited for.

First there is a career in sales. The salesman is a very unique person with very unique characteristics. He should preferably have some track and field experience and excel in the broad jump. Otherwise he will undoubtedly have many sore derrieres from German Shepherds and many jammed feet from slammed doors. (The mile in 4:30 and 15 ft. jumps are acceptable standards.)

The salesman must, of course, be able to sell anything and everything — ash-trays, carburetors, refrigerators to Eskimos, and kitchen sinks. Actually all we will ever need is the kitchen sink, for our wives will have that in their purse!

Finally, the salesman must be able to hitch-hike and go for five days without eating — how else can he make money off his expense account.

Then there is a career in marketing. There is one basic test to determine whether you are inclined toward this field. If you can take a cigar and present it to the public so that it will make a college graduate feel like a man, a man feel like a politician, a politician feel like a prime minister, a prime minister feel like a politician, a politician feel like a man, and a man feel like a college graduate, then you can make your million in marketing.

Of course, some of us will be inclined toward a career in personnel work. You must, first of all, be very narrow-minded so that you will actually believe that the company you work for is the mostest — how else can you install this attitude in others?

You must also have a doctorate in psychology so that you can penetrate the innermost minds of the graduates you will interview. You will then discover that every graduate only wants a job and doesn't give a damn who he works for, but this is where your training comes in. You convince him that yours is the

only company to work for because of the non-contributory pension plan, the contributory group insurance plan, the insurable pension plan, the pensionable group plan, the planable contribution plan, and the portable cafeteria.

If you are still undecided as to what to do, maybe your instincts lie in accounting. You can always distinguish the accountant because he will have dollar signs for eyes, a pencil in one ear, the safe combination in the other, one hand holding the cash book, the other holding the cash, and for lunch he will be eating debit soup with tossed journal entries.

The accountant must also be able to persuade every other department, including the tax department, that the company is over-spending and that very little profit is expected this year. At the same time these same figures must tell the head office that, due to the control exercised by the accounting department, the company is very solvent.

The final tool, a panacea to all problems, that the accountant must have full knowledge of, is "Crook's Constant". This can be applied so that everything looks right to everybody and that there is still enough money left over for the year-end party.

There is still one career left for us — post-graduate work. This requires a very enterprising individual who has that yen for still more knowledge. Besides becoming more prepared for facing the world, there are certain fringe benefits such as sleeping in until 10:30, trips to the Boat Club and the Outpost, smokers, formals, Winter Carnivals, and not a heck of a lot of responsibility.

By now all but one or two of us are certain of what we will do. We are confident that one of the above careers is ideal for our talents and we will undoubtedly live happily ever after in that career. For those of you who are left, I have only one suggestion. Follow my steps and build nations, sell countries, swim oceans, and climb the Rocky Candy Mountain. In short, I am going to be a professional bum.

EUREKA PERFUME EXPANDS

Expansion Plans have been announced for Eureka Perfume Ltd. by company President Flora Loder, who told

shareholders last week that the firm's new plant is rapidly nearing completion. The firm manufactures a complete line of perfume products for personal and industrial uses, according to a company spokesman.

The new plant is located at North Westfield, about two and a half miles south of East Northfield. It was built over the protest of the local Parent-Teachers Association, the WCTU and the SPCA, who feared a repetition of an unfortunate accident at a Eureka Perfume plant last year.

At this time thousands of gallons of perfume vats containing the fragrance Irresistible Passion exploded, strong winds carrying the scent for miles. Riot squads were called out to protect a nearby girls' school from the besieging mobs of male university students who had inhaled the fumes. Army units wielding tear gas and blackjacks finally succeeded in restraining the male students. Company President Miss Loder says that additional safety precautions will be taken in the new building.

Sales of Eureka Perfume rose sharply as news of the accident spread. Sales rose from \$157,896 in 1959 to \$6,752,910. This increase has been attributed to "the proven effectiveness of our product, as demonstrated in 1960" says a company spokesman.

SECRET PROJECT

It is reliably reported that Professor Blackout who is supposed to be on sabbatical leave to work on his doctorate is actually engaged in a secret project for the Atlantic Development Board. The Board is reported to have commissioned him to seek a source of shmoos for the Atlantic Provinces. Brigadier Peacevalley refused to confirm or deny these reports but he did say that he thought the days of the sardine industry were numbered. See page 37.

Wall St. Crash Predicted

NEW YORK (Stiff) — A crash on New York's busy Wall Street was predicted today. Eustace J. Armstead predicted the collision of a 1964 Imperial and a 1936 Bicycle. When asked how he knew the crash was to take place, Armstead replied: "I saw them heading for one another and assumed that unless one or both deviated from their paths there would be a crash. They didn't and there was." There were no reports of injuries.