

"Builds" Businessmen



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The Nation's Boozeness

When Will New Brunswick Give Bootleggers The Boot?

For the last 23 years the people of New Brunswick have been living for, against and despite the New Brunswick Intoxicating Liquor Act.

Those who have been living for it, the "drys", believe the Act is a good one if sufficiently enforced. This group comprises about 10% of the population, according to reliable surveys.

The group who have been living against the Act consist of just about everyone who takes a drink in the Province. They have been living against the law because anyone who takes a drink outside his home or hotel room is committing an offence. This is as true for the man "indulging" at the local golf or boat club as it is for the woman taking a drink with a man in a car on a back road.

Those living despite the current Liquor Act include the many bootleggers and all private clubs in the province where liquor is served. While some clubs (such as the Canadian Legion) are genuine service clubs, the majority are owned and run by a small group for their own profit. One such place in Saint John reminds one of a horror film, with its dark rooms lighted by a single fly-speckled bulb. In this place you must get there early or you don't get a glass.

Another group overlooked by the present Act is the tourist. Being used to having a drink at home, he is breaking a law in New Brunswick unless he buys a bottle in the liquor store and consumes it in his hotel or motel rooms. In most parts of the country innkeepers account for approximately 50% of the total liquor sales; thus allowing them to construct more attractive tourist accommodations. Restaurants may also serve better food if they receive income from the sale of alcoholic beverages. A comparison of lodgings and restaurants in Quebec and New Brunswick will show the truth of this.

A strictly enforced licensing system through a non-political governing body, allowing cocktail bars and taverns is suggested. The taverns would be divided, men in one part, unescorted women and married couples in another. It is also advocated that liquor stores remain open until midnight to cut down bootlegging. This was practised in Saint John a few years ago, but was stopped. The reason? The store employees were felt to be working too hard.

It is time that the desire of the "unavailable" be quenched, so it may be enjoyed in its rightful quantities and circumstances.

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5,000 Laid Off: p. 12

# The Financial Pest

For Canada's Wheels of Business, Public and Concentric Circles

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Office: 226 Aitken House, January 20, 1961

Price: Who Cares? Charge it to the expense account! No. 1

## Foolhardy Promotion Is Aggressive Strategy

by Prof. W. J. Weddin  
Marketing managers have been bombarded with many articles purporting to demonstrate that the more you spend on advertising the more you make in profits. Some writers maintain that advertising is unethical and should be abolished; others claim that it makes businessmen filthy rich and is a good thing. So do I.

Until expensive research is undertaken to determine who is right, little agreement is likely. Each individual will tell you he is right. Of course, it isn't true, and it can't be. Because I'm right.

This concept of myself plays an important part in my everyday life, as well as yours. I'll tell you why if you'll read the rest of this article. And you better because I slaved over it for a whole half-hour when I could have been out camping.

My viewpoint is justified. There should be no need to convince you of this since I am so obviously right, but since I can't think of anything else to write about I'll convince you anyway. I firmly believe that advertising and promotion are the necessary foundation for any sound business. If you spend enough on surveys and gimmicks you can sell almost anything, in fact I would go so far as to say everything! (except Edsels).

Look at it this way. Why waste your time running a business if you haven't got the ambition and drive to put on promotions? Sure, I know. You say you can't afford to advertise. But can you afford not to advertise? The answer is definitely "NO!" "NO!" "NO!" Or perhaps "May-be not". If you haven't got the money, borrow it! Some authorities contend that you should spend half your promotion budget on surveys. This is silly. I say spend DOUBLE your budget on surveys. And TRIPLE on advertising. What's left over put in your pocket and nobody will notice.

It has been said that my ideas are radical. I don't really think so. I was employed by a number of large and small firms in the marketing field before assuming my present job of university professor. I can say from personal experience that in every case I succeeded in raising the sales of my employees.

In my lectures to students I delight in recounting my experience on the job and the way I raised sales. Eager students always respond with such questions as

"How did you do it?" "Why isn't this done more often?" "Can I be as successful as you?" "Which way is the men's room?" and many other questions of pressing importance.

I would like very much to cite examples of the firms whose sales I succeeded in raising almost overnight. In fact, if all these firms hadn't gone bankrupt just after my plan started to work (I have been plagued by this kind of bad luck), I would.

But my secret is this. Advertising increases sales. You want your sales to go up, so keep spending more for advertising. I spend more on advertising than my firms take in in sales. This may seem foolish at first glance, but let's look again. If it still looks foolish to you this shows how narrow minded you are.

By continually spending more for promotion than you receive in sales, you are assuring that your sales will keep increasing at a faster and faster rate. This was proven in my own experience. Again, it is unfortunate that all these outfits went broke for some reason, because I would have liked to illustrate with their present successes. Since this is not possible, I must rely on the strength of my own arguments.

If you seriously consider this idea and put it into practise, I know you will find that you will really be amazed at the sharp jump in your sales volume. In fairness, I must give both sides of the story in an article such as this. Some accounting-minded friends have claimed through some peculiar reasoning that the profits of the company will disappear if this method is followed. This again shows how narrow minded and unwilling to face up to progress some people are.

If you examine the whole idea carefully you cannot help but see as I have that even though your profit per unit may decline somewhat, you are doing such a tremendous volume of business that even if you do go broke you can sell out before the whole thing caves in on you.

People with idle cash are just dying to invest in going businesses (and brother, yours certainly will be going!). And if your volume of sales is so fantastic you can sell at a tidy profit.

That is why I say Foolhardy Promotion is Aggressive Strategy.

## 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 that 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.

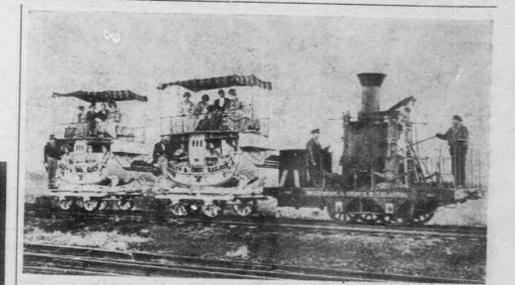
**HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING**, by Shepherd Mead; Ballantine Books, New York; 128 pp.; 35¢.

This book is really a chuckler, but also contains some helpful hints on how to get ahead in the business world. While not essential reading, every Business Administration student should read it if only because it says so here. This little book (little only in the sense of its intellectual stature and number of pages) is written by a former vice-president of a large Madison Avenue advertising agency and gives the reader an insight into the effects of life in the business world on the human mind.

## Daily Express Folds



Like all other newspapers, the London Daily Express folds. While the large editions are harder to fold than those with fewer pages, the folding process can still be accomplished with slightly more effort, according to efficiency experts. Standard folding procedure consists of initially folding the large newsprint sheets in half so as to produce four eight-column printed surfaces, and then folding in half so that the upper half of the first page remains exposed.



## Modern Railway To Serve N. B.

RUSAGONIS (Staff) — The Board of Transport Commissioners has granted full approval to an application of the Sunbury Railway Company, it was learned here today. The Company requested permission to inaugurate passenger service between Rusagonis and Geary, N.B., according to a spokesman.

Pictured above is the rolling stock to be used on the SRC's new service. Terminal facilities and general offices are located here in the area's most modern structure, a converted fertilizer warehouse.

Service will commence on a tentative schedule, it was reliably learned, serving Rusagonis - Geary commuters only on specified dates. These dates as well as train times will be determined so as to coincide with peak traffic hours, i.e. with Saturday night Radio Jamboree broadcasts, barn dances, and church bazaars.

A company official issued the following statement: "We got



The Board of Directors of the Sunbury Railway Company has announced the appointment of Steve Bart as President of the SRC. Mr. Bart was selected for his proven administrative ability and interest in engineering, an interest which will be made use of on the SRC. In addition to the post of President, Mr. Bart also assumes the office of Operating Engineer. This will enable him to make full use of his technical knowledge, as well as to meet all the Railway's passengers, thus adding a note of personal contact to the firm's operations.

## 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 1961 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.

## Not Worth Nothing

Members of the National Soap Manufacturers Association today elected Conrad Clean as their President. Mr. Clean succeeds James "Jim" Dandy in the post. Elected Vice-President was Lester W. "Les" Toile.

## Lecturer at University of New Brunswick



FREDERICTON (Very Special) — The appointment of N. Cruisechief as Lecturer on Labour Relations and Personnel Management was announced here today. His appointment to the Department of Business Administration brings to four the number of instructors.

## New Group Formed For Research

Research workers from all parts of Great Britain, Canada and the United States met this week in a three-day session at Montreal. It was announced that as a result of this meeting a new society, the British-American Research Foundation, will be established. Scientifically-minded individuals in business have been invited to join the BARF movement.

## From Our Dean....

I have been asked to say a word in connection with Business Administration Week. I believe that the practice of having such weeks is an extremely valuable one as it not only provides for special entertainment and activities of value, but also helps to focus attention on the work and aims of different faculties and departments of the University.

Our Business Administration Department is one that was established fairly recently in the history of the University. The work of this department is a valuable contribution toward the education of young men and women in this field. It creates further interest and variety to have a body of students in this field on the campus. The curriculum may be said to be partly academic and partly professional, if I may use these expressions in this way. It is important that it should be so and that Business Administration



tion students should belong to the Faculty of Arts and share in the work of that faculty to the extent that they do.

May I convey my congratulations to all concerned with the programme of what I believe will be a most successful Business Administration Week.

ALFRED G. BAILEY,  
Dean of Arts.

