

LETTERS TO THE EDITOR

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organization is dead.

In order that this letter is constructive also, I suggest that the Brunswickan make a sincere effort to be unbiased towards organizations on the campus and improve their method of determining the relevancy of student interest in the articles.

In closing let me quote from an article in the Brunswickan of March 5. "The university is the breeding ground for future leaders. The college paper as part of that ground, is one of the roots of free and independent thought."

Is the policy of the "Brunswickan" towards the Newman Club really acting in the interests of free and independent thought?

Yours sincerely,
M. J. O'Connor,
President, Newman Club.

EDITOR'S NOTE: Parts of Mr. O'Connor's letter were deleted. These were the most unimportant parts and in no way destroy the sense of the letter. We have continually warned students about the length of letters, and while in some cases it has been possible to print an entire letter, this time there is not sufficient space.

THE ROLLING STONE

By Marvin J. Meloche

This year the geologists emerged from their chrysalis and became a relatively important and influential group on the campus. In all fairness and objectivity, the activities of the other science organizations do not seem to merit equally high praise.

There are those who contend that it is harmful to divorce geology from the other sciences, that there should be closer bonds tying the sciences together. I am not at all in agreement with this point of view. Unlike other faculties there are few similarities between the academic interests of the various departments of the science faculty. I feel that there is a lack of stimulation when an active department or organization is fettered to others who do not share the same energetic outlook. Academically, the various scientific organizations are incompatible, and extracurricularly the same incompatibility exists, mainly due to the fact that some departments are populated by those whose lack of pride in their department does not spur them on to any extra effort. It must be admitted that the basis of success for any scientific organization on the campus is its social and extracurricular aspects, rather than the academic. And from this aspect good public relations are essential.

Thus one can see that to take pride in our organization and to maintain its present standards of activity, we must realize that close relationships

SALES SLANTS . . .

by CALVIN MOIR

Perhaps you have never realized the cunning sales technique which comes into play when one enters a clothing store. Immediately, the approaching clerk makes a tentative estimate of the victim's intelligence and wants. Then comes either the clerk's winning smile or the somber understanding look, whichever he feels will go over best with the prospective customer. Next comes the conventional (sometimes sickening and suggestive if accompanied by an overemphasized smile) "something I can do for you sir? (or madam). The person is immediately categorized by the answers he gives. There are four amusing types which come to mind: (1) The Great Pretender (2) the hick (3) the willing to please spendthrift (4) the critic. Let's take a look at each in turn!

The Great Pretender usually bursts in with a great flourish and swagger knowingly, to the rear of the store so that all may see him. He then asks for a certain item stating the brand, colour, size and price. The clerk, recognizing this type, leads him to the rack and produces the required product. Our customer studies it thoroughly, comments sarcastically on the quality, discredits the manufacturer and criticizes the store for selling such an inferior product. The salesman will refute these arguments politely and at the same time make the customer feel that he really knows clothing. Strangely enough the customer will usually buy it on the grounds that it is the closest thing to what he wants. (Note that the salesman takes all of this quite passively knowing that the customer will buy anyway or else suddenly stamp out.)

Our second type (whom some insensitive souls refer to as "the hick" is usually the source of great delight and much joking when he is gone. He may be looking for a new pair of pants or a brilliant shirt which his girl friend has suggested would make him look handsome. Our salesman takes him under his wing, guides him into a dusty corner and produces the latest fashion in the product he seeks. At this point he will hear smooth words of wisdom on the quality and soon. Completely overwhelmed, our "hick" buys and walks out triumphantly.

Thirdly, we have the person who has just received his weekly or monthly pay check and decides that he needs an article or two of clothing. Salesmen are on the lookout for this person and immediately make an attempt to find out the state of his finances. By asking where he works, how he likes his work, how often he is paid etc. he soon arrives at the conclusion that our customer has just been paid. Revelling in this knowledge the clerk will commence suggesting everything from socks to topcoat. The poor victim who just can't resist the flattering picture of himself in the new garb will probably terminate his buying expedition by walking out a new man (outwardly) with an empty wallet. (Sometimes in the not too distant future it will suddenly dawn on him that he was took).

Our fourth character is indeed an interesting specimen, especially to the alert bystander. This time our customer really knows clothing. This requires all the eloquence and technique which the salesman can muster to really convince his customer that he is getting the best. Here the salesman does not stick to the particular piece of clothing; if he finds he is losing his man, he will commence a discussion on the manufacturing company, its affiliates, its history, scope of operations etc. Here we will probably (it is hoped) find that his opponent is not so well versed. This gives the salesman a boost in confidence and tends to put the customer on the defensive. Then the salesman will probably come back to the product in question by following the line of production from the sheep to the retail store. At each point of course he will show where the product gained superiority over competing brands. Unless the customer is a complete pessimist he will buy the product.

As long as the customer (all types) is in the store he is "buying" the product. When he has left the salesman speaks to his associates in terms of having "sold" the product. So the next time you go into a clothing store, ask yourself the question: "Which type am I?"

with other sciences can only be detrimental. Next year, the various activities, including the Maritime University

geology convention will represent a great challenge to the incoming executive. If there exists any pride in their department or if there is initiative on the part of next year's executive they should attempt to carry the society on to new and higher triumphs.

NEWMAN ACTIVITY

The second last meeting of the Newman Club will be held this Sunday at 8:30. The guest speaker for the evening will be Father McKendy, professor of religion at St. Thomas University. The important item on the agenda will be the nominations for next year's executive. All Newmanites are urged to attend this meeting to hear Father McKendy and to take part in the selection of next year's executive.

—SCM—

In the porch of George St. Baptist Church there is a small card that points an arrow downstairs and says: "SCM". If you will come here at 8:30 of a Sunday evening, and follow this card, you will find yourself in a spacious room with the genial atmosphere of study, discussion, and good fellowship. This is "Open House" of the SCM of UNB, and the people you see about come not only from our campus, but also from Teacher's College and Business College. Open House will be held for four more Sundays.

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