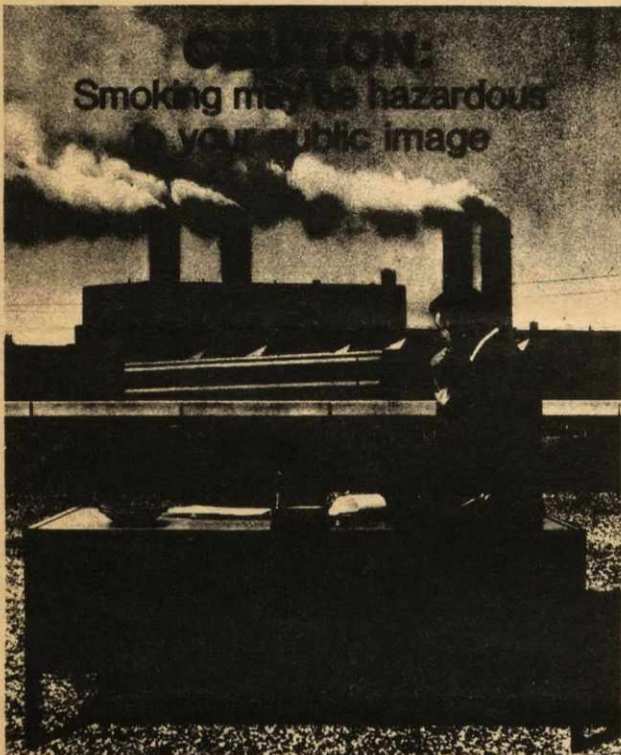


## The week in business

# PROBE POLLUTION and find a profit



Smoking may be hazardous  
to your public image

Special to Canadian University Press  
by Gon Cynick, Bay Street Analyst.

TORONTO — There are radicals around the Canadian university these days who oppose anti-pollution demonstrations — "Such protests don't really affect the power structure," goes their argument.

Well, that argument by the irreverent minority was laid to rest last week on the stock exchanges both here and in New York.

It took only president Richard Nixon's voice, raised above the rabble of college students and professors, to spark a flurry of action of Wall Street that proved once and for all that: if pollution doesn't sit too well with living things — at least it's good for business.

Within a week, a New York Times survey indicated at least 1,000 companies are "trying to make a dollar by selling anti-pollution technology or equipment."

Earlier, the National Industrial Conference Board said capital spending on pollution control equipment — for only 248 surveyed manufacturers — climbed last year to over \$300 million, or a 24 per cent increase.

For business, it was proof, once again, that if people — the everyday worker, housewife or college student — are willing to get into the streets and demand reform, their demands will be met.

Reform is possible under capitalism; especially when it turns a nice profit.

As a Quantum Science Corporation report put it recently:

"The growing public awareness of pollution problems, and increasing government air pollution control legislation, will produce great investment interest."

Columnist Harlow Unger phrased it more colorfully in the Toronto Telegram: "It is little wonder, therefore, that anti-pollution stocks are bucking the trend of the dismal bear market on Wall Street."

In all it is a heartening period for stock brokers. Nixon's dictum came just in time.

At the end of January the Dow-Jones industrial average hovered a scant 31.48 points above its decade low set the day after John F. Kennedy was assassinated.

Before trading picked up in those companies dealing in marketing anti-pollution, January was marked as the sixth consecutive month of real income decline in the current recession.

There is, of course, a word of caution to any investors carried away with the prospects of a "fast buck" to be made in pollution control.

Wall Street observers point out that Nixon's statement, while promising \$4-billion in federal funds for sewage treatment, mentions no other figures — leaving the amount promised far below congressional appropriations for last year.

Nor are the government agencies charged with enforcing anti-pollution measures in condition to handle their work adequately. The National Air Pollution Control Administration, for instance, has suffered staff reductions of more than 10 per cent over the last 9 months.

According to former NAPCA abatement and control director Smith Griswold, the government has not advised industry of the controls necessary for pollution abatement.

"Industry won't install expensive gear until it knows what controls are required," Griswold adds.

Another difficulty in assessing the future of the pollution control industry is that only a handful of companies derive the major part of their sales dollar from involvement in the field.

Most companies get into the field because they are major polluters themselves, and devise their own control equipment and technology.

The result is that, although there is an estimated prospect for a billion-dollar anti-air-pollution industry by 1973, sales are spread out over nearly a thousand companies already.

And, as the Quantum study points out: "The largest emitter of pollutants, the automobile, offers no opportunities for outside manufacturers, since the auto industry will be making its own control equipment."

Even there change will be slow. Charles Heinen of Chrysler says it will be 1983 before the industry has "achieved an 85 per cent reduction" in pollution for each car on the road.

Heinen reflects the attitude of most industrialists when he says he won't be prodded by "sheer demagogic exaggeration" of "the number of amateurs raising Cain above the subject of pollution and jumping to easy conclusions."

So the best description of the current 'bear' market for prospective investors to heed right now, comes from Bache & Co. (Wall Street brokers) Vice-president Monte Gordon.

"This market," he says, "is like a Chinese water torture. Every disappointing corporate earnings statement is another drop of water... wearing this market down."

Are your smokestacks belching out great volumes of smoke? Then you have a serious pollution problem... one that does irreparable damage to your public image as well as the entire neighborhood within miles. And the government now says: clean it up! Or maybe your problem is polluted water. There are two solutions. One, put together an expensive collection of unrelated equipment aimed at pollution control. Two, look into Brule's completely responsible, one-source pollution control system. Seventy years of pollution control has proven we can find the answers. Exactly what answers depends on your operation... what are you polluting with and how you do it. In any case, the total answer is at Brule. We design the system, manufacture it, install it, train operating personnel, and maintain it for around-the-clock operation.

Write for the booklet "Making Things Clear."  
Brule Pollution Control Systems, Inc., 13922 S. Western Avenue, Blue Island, Illinois 60406.



People who make things clear.

## APPLICATIONS

Applications are being accepted for the following positions. Appointments will be considered by Council on March 16th. The Union needs people who are interested and enthusiastic. Experience is not necessary.

Chairman of Council  
Treasurer of Council  
Secretary of Council  
2 Members at Large  
SUB Affairs Secretary  
Internal Affairs Secretary

**Chairmen:**  
Orientation  
Fall Festival  
Winter Carnival  
Entertainment and Campus  
Co-ordinator  
Intro-Dal I and II

**Directors:**  
DGDS  
Photography  
Publicity

## !!!\$75.00 FOR AN IDEA!!!

The parking problem at Dalhousie is not one of lack of parking spaces but of lack of parking space close to the main Campus.

The University has not enough money to construct an underground or aboveground parking garage. A parking garage with gas station is unfeasible as no oil company will touch it. Likewise, private development is out because no student could afford 50¢ to \$1.00 per day for parking. Elaborated or pre-fab construction still presents money problems plus the fact that such necessary contrivances are unaesthetic and would probably not meet zoning regulations.

The idea, which we will pay \$75.00 for is the answer to this question: How can we put more cars into an existing parking area (e.g. across from the SUB) at virtually no cost?

Send your idea to the Students Council office. Winner will be determined April 5, 1970.

Include name, address, and phone number.

Send to:

**Parking  
Student Council office  
Student Union Building  
Dalhousie University.**